APRIL 12, 1948 PRICE 20 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

Digging Deep

That's a snow plough high up on Colorado's Rabbit Ears Pass. It cuts such a clean swath through drifts that walls of the cut resemble a carefully plastered room.

It digs deep. And that's a tip for you folks who buy radio time. You've got to dig a lot deeper for the down-to-earth facts than ever before.

Spot radio has soared from $13,206,000 in 1935 to $86,206,000 in 1946, and the increase up has not halted!

It's a problem and a big responsibility, too . . . to protect clients every step of the way.

Down here in Baltimore your time problem is a little simpler. Just use the station that delivers more listeners-per-dollar-spent than any other station in town. That would be W-I-T-H, of course. That's the successful independent in this big network town.

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

"Without question, WLS is the most popular station"

B. J. Ulivi, above
Paul Ulivi, right

. . . B. J. Ulivi
Appliance and Furniture Dealer
Coal City, Illinois

TOGETHER the Ulivi Brothers, B. J. and Paul, have had 50 years' experience in the retail furniture and appliance business in Coal City, Illinois (population, 1,852). Ulivi Brothers Furniture and Appliance store is a busy, modern establishment, one of the most flourishing businesses in Grundy County.

The brothers' successful partnership started in 1935. Within a few months fire destroyed the new store and threatened to do likewise to the partnership. But Paul and "Red" Ulivi rebuilt the furniture department, added an appliance section, put in the town's first modern glass store-front and, today, are planning still further expansion.

When the Ulivis pay tribute to WLS popularity, they do so from an intimate knowledge of the people in their community. As dealers for bottled gas, in addition to their store business, they go into more than 1,000 homes throughout the county. Two trucks make daily deliveries.

BMB shows WLS to be the leading station in Grundy County (88% day, 96% night), an important market with its 18,800 population, 67% rural. The county's effective buying income for 1946 was 18 million dollars, retail sales 11 million and gross farm income over 12½ million dollars.

Here is another example of a prosperous market within the *12 billion dollar market* that is intensively and effectively covered by WLS. And the Ulivi brothers are just two among thousands of progressive merchants in the rich Midwest who know and respect WLS for its popularity . . . its service . . . its influence!

890 Kilocycles
50,000 Watts
ABC Affiliate
Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

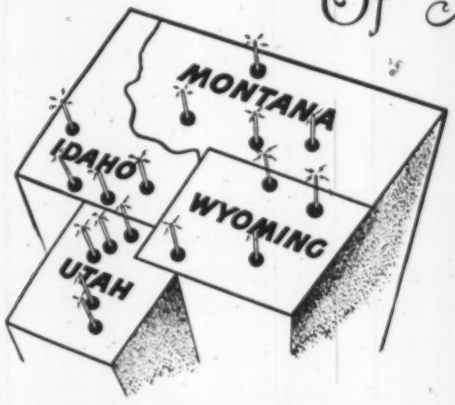
AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

One of a series. Facts on radio listening in the Intermountain West

14-City Hooper Survey Reveals

Intermountain Network Delivers 40.4%

Of Afternoon Audiences



The Winter, 1947 Hooper reveals that there are 25% of the sets in use from 12 noon to 6 p.m. in Salt Lake City and 13 other intermountain cities—and the Intermountain Network delivers 40.4% of the audience. This is substantially more than the audience delivered by any other network and almost twice the combined audience of two competitive networks.

Hooper based the survey on a weighted basis with weights assigned according to population—43% for Salt Lake City and 57% for 13 other Intermountain Network cities.

HOOPER STATION LISTENING INDEX

14 Intermountain Network Cities

WINTER, 1947

Time & Day	Sets In Use	INTER-MOUNTAIN* NETWORK	Share of Audience Ax Network	By Network	Cz Network	All Others
12 Noon - 6 p.m. Mon. thru Fri.	25.0	40.4	11.6	10.4	31.6	6.0

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

x Comprised of 15 A network stations.
y Comprised of 10 B network stations.
z Comprised of 15 C network stations.

Ask Avery-Knodel for further details

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMON, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

ABC EXECUTIVES have had preliminary talks with Bremer Broadcasting Corp. officials looking toward possible tieup with WATV Newark, N. J. until network's own New York video outlet is on the air.

FM, lagging somewhat in contrast with TV's swift pace, may get real lift when results of research at National Bureau of Standards on coverage are fully told. K. A. Norton, Bureau physicist and former FCC allocations expert, has concluded that FM signals can be extended far beyond line of sight with antenna height, rather than power, most important factor.

TEXAS Co. through its agency, Kudner Agency Inc., N. Y., has bought Tuesday night, 8 to 9 p.m. period on NBC television network. Type of program has not been determined.

SHOULD advertising agencies get air credit? Revival of question by Jack Gould, *New York Times* radio editor, at AAAA convention at Virginia Beach last week had delegates pondering anew. Gould contends desire of agencies

(Continued on page 106)

Upcoming

April 12-14: ANA Spring Meeting, Drake Hotel, Chicago.

April 13-14: Radio and Business Conference, City College of New York.

May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.

(Other Upcomings on page 71)

Bulletins

TELEVISION officials continued talks on fees with AFM union headquarters in New York Friday. Probably will resume negotiations there today. Industry represented by Charles Denny, NBC vice president; Joseph MacDonald, ABC vice president; Lawrence Phillips, DuMont Television Network director; Arthur Israel, assistant to president, Paramount.

POSTPONEMENT of hearings on uniform time bills, scheduled April 13, made necessary by extension Johnson Bill hearings. Sen. Clyde M. Reed (R-Kan.), subcommittee chairman, indicated "early next week" likely time.

Business Briefly

BRUNO BUYS WNEW TIME ● Bruno-New York Inc., distributors of RCA-Victor radio and TV receivers and recordings, has bought total of 11½ hours weekly on WNEW New York starting today (April 12). Programs include 2½ quarter hours on WNEW disc m.c. shows, six daily half hours of Art Ford's *Milkman's Matinee*, and 25 minutes of *Music Until Midnight* across board. Sale involves more than $200,000 in annual billings, Ira Herbert WNEW vice president, says.

RICHFIELD REVERSE ● Reputedly banking on unofficial Sacramento assurances that California will not continue daylight time beyond close of normal daylight period, Richfield Oil Corp. April 8 reversed earlier cancellation of *Richfield Reporter* and will renew for 18th successive year on NBC western stations through Hixson & O'Donnell Adv., effective May 11.

CLOTHING FIRM USES TV ● Barney Clothes, New York, launched $25,000 spot TV campaign April 4 on WABD and WCBS-TV both New York, to run through the baseball season.

Tobey Blisters RCA, Says FCC Once "in Cahoots"

CHARGE that FCC and "a certain part" of radio industry "have been in cahoots before" was levelled Friday by Acting Chairman Charles W. Tobey (R-N.H.) of Senate Interstate Commerce Committee, who pledged: "But they won't be in the future, if I can help it."

His charge, during Committee hearings on Johnson Bill (earlier story, page 21), followed blistering attack on RCA, which he claimed "did its damnedest to hamstring FM," and on FCC, which he said "should be condemned" for its handling of FM allocations.

Sen. Tobey supported often-raised claims of Prof. Edwin H. Armstrong, FM inventor, that FCC moved FM upstairs primarily on basis of work by K. A. Norton of Bureau of Standards, formerly of FCC.

"FCC did it on one man's opinion, and it wasn't worth a damn," he declared. "I'm speaking of Norton."

He said RCA saw FM was "a good thing," tried to buy it, and couldn't. RCA, he charged, "did everything they could to hold Armstrong down."

He predicted TV would face reallocation comparable to FM's.

Sen. Homer E. Capehart (R-Ind.), only other Committeeman present, questioned advisability of Senate Committee taking sides in such questions, or of promoting any service—AM, FM, or TV. "It doesn't belong here and I regret that it has been brought up," he declared.

"You're over-ruled," Sen. Tobey snapped. He said his committee is concerned with radio matters "any time, anywhere." Committee, he said, "should be against deceit and forearmed tactics."

He said he had "proof in my desk" that FCC altered the records in FM allocations—another charge which has been raised by Prof. Armstrong referring to 1945 allocations reports. He promised that this subject—which brought FCC denial of tampering after investigation conducted at Sen. Tobey's behest—may be brought up again.

Sen. Tobey's charges came early in an Johnson Bill testimony by Raymond F. Guy manager of radio and allocations engineering for NBC. To questions from Sen. Tobey, Mr. Guy said he did not think it "unfair" to sell present television sets to public. Nor did he think television would be moved upstairs "in a long time, if ever."

Sen. Tobey countered with prediction that present video sets would be "sold down the river" in five years.

To charges against RCA, Mr. Guy said he was willing to stand on recent statement of C. B. Jolliffe, RCA Labs. Chief, answering Armstrong charges during hearing on Lemke Resolution (HJ-Res. 78).

"I'll rest on Armstrong's statement," Sen. Tobey replied.

Mr. Guy said NBC opposed breakdown of clears and was not recommending higher power now, though power boosts might be necessary in future. He opposed any statutory limitation on power, warning it would insure failure of U. S. NARBA negotiations.

Sen. Johnson felt international agreement not high power, is key to protection against interference from other nations. Sen. Hawkes (R-N.J.) said he'd lost faith in U. S. international negotiations, declaring we've been

(Continued on page 106)

50 KW COMPROMISE

PROSPECT of compromise on Johnson Bill (S-2231), possibly by retention of 50-kw power ceiling but with provision against breakdown of clear channels, was indicated Friday afternoon by Sen. Edwin C. Johnson (D-Colo.), author of pending breakdown bill.

In Senate Commerce Committee hearings on measure (see story this page), Sen. Johnson said he was "a thousand times more interested" in limiting power that in duplicating clears, and that his bill would never have been introduced but for clear-channel pressure on FCC for "immediate" power boosts. He said bill was designed to stop "what would have been disastrous."

When NBC representative, Raymond F. Guy, suggested that Committee instruct FCC to withhold its own decision on clear channels and power and that Johnson Bill then be withdrawn, Sen. Johnson said this "might be a very good solution."

OUTSTANDING

in producing results

Six aggressive stations which deliver you top returns on every advertising dollar through consistent listener-interest. This selling effectiveness is built and held through foremost NBC Network Shows, good showmanship on local programming and outstanding public service. Backing this is the full cooperation and collective know-how of the personnel of these six stations. Many national advertisers are cashing in on their sales-producing abilities. Write for information.

STEINMAN STATIONS

NBC AFFILIATES

Represented by **ROBERT MEEKER ASSOCIATES**

CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

We're BIG

because our listeners tell us so. we have 9 volumes of letters received by WBIG from friends who commend this station . . . a station that believes in happy and healthful living and that the best public service is the best business.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

INDEX:

GENERAL NEWS STORIES ..... PAGE 22
TELEVISION ..... PAGE 22

DEPARTMENTS:

Agencies 12
Allied Arts 98
Commercial 99
Editorial 56
FCC Actions 66
Management 60
Network Accounts 14
New Business 14
News 92
Open Mike 1
Our Respects to 5
Production 6
Programs 9
Promotion 10
Telestatus Report .....

FEATURE CALENDAR

First issue of the month: Comparative Netwo Program Sponsors Schedule
Second issue: Network Boxscore; Public Inter
Third issue: Trends Survey
Fourth issue: Milestones

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editor*; Fred Fitzgerald, *News Editor*; Paul Fulcomer, *Asst. to the News Editor*. STAFF: Lawrence Christopher, Jo Hailey, Ed Keys, Joseph M. Sidrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher*

BUSINESS
MAURY LONG, *Business Manager*
George L. Dant, *Adv. Production Manager*; Harry Stevens, Eleanor Schadi.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

SPECIAL PUBLICATIONS
BERNARD PLATT, *Director*

CIRCULATION AND READERS' SERVICE
WINFIELD LEVI, *Manager*
David Ackerman, Warren Sheets, Chapalier Hodgson, Jeannette Wiley, Elaine Suser.

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza 5-8355*
EDITORIAL: Edwin H. James, *New York Editor*; Florence Small, Irving Marder, Marjorie Anne Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director*; Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CENtral 4115*
William L. Thompson, *Manager*; John Osbon.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28. *HEmpstead 8*
David Glickman, *West Coast Manager*; Ralph Tuchman, *Hollywood News Editor*, Ann Augu

TORONTO BUREAU
417 Harbour Commission Bldg. *ELgin 0773*
James Montagnes, *Manager.*

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

YANKEE STATIONS OPEN *More* DOORS

WNAC — Boston, Mass.
WFAU — Augusta, Me.
WJOR — Bangor, Me.
WICC — Bridgeport, Ct.
WKXL — Concord, N. H.
WSAR — Fall River, Mass.
WEIM — Fitchburg-Leominster, Mass.
WHAI — Greenfield, Mass.
WONS — Hartford, Ct.
WHYN — Holyoke, Mass.
WLNH — Laconia, N. H.
WCOU — Lewiston - Auburn, Me.
WLLH — Lowell - Lawrence, Mass.
WKBR — Manchester, N. H.
WNLC — New London, Ct.
WBRK — Pittsfield, Mass.
WMTW — Portland, Me.
WHEB — Portsmouth-Dover, N. H.
WEAN — Providence, R. I.
WSYB — Rutland, Vt.
WWCO — Waterbury, Ct.
WDEV — Waterbury, Vt.
WAAB — Worcester, Mass.

Yankee stations are home-town stations in every sense. They penetrate their respective trading areas, city and suburban, so thoroughly that you can saturate these areas in your sales effort.

There is the home-town appeal of the local station and local programs. Add to this the Yankee and national programs heard over this same station and you have an unbeatable combination to open the doors to thousands of homes.

Buy one station, buy a group, buy the whole network. There are 23 stations in all, affording you the greatest flexibility in spotting your advertising exactly where you want it, or doing a complete network job to reach all New England markets, with maximum local impact in each and every market.

"This is The Yankee Network"

Member Mutual Broadcasting System

Telestatus Report

(REPORT 2)

NETWORK AFFILIATIONS

IN 1947 television sets began to roll off assembly lines and into American homes; applications for video stations swamped the FCC. In the first months of 1948 the manufacture and sale of sets continued to mount; stations applied for last year began to go into operation; AT&T announced extensions of its coaxial cable and radio relay facilities that will provide intercity transmission of video programs beyond the New York-Washington area in the near future; Western Union also entered the video network facilities field; both companies filed video transmission rate schedules with the FCC aiming at regular commercial service before the political conventions in Philadelphia.

The time was ripe for video networks to begin to take shape more definite than the working agreements which have linked New York, Schenectady, Philadelphia, Baltimore and Washington during the recent past, when the three New York video stations have fed programs to the other cities and occasionally picked up programs from them, sharing the limited network facilities provided without charge by AT&T on an equal basis.

NBC on March 12 called some 25 of its AM affiliates with video stations either now operating or due to be by the end of the year into a meeting at which the network outlined its plans for video network service, offered the stations firm affiliation contracts. CBS on March 31 held an all-day video clinic for any of its AM affiliates that might be interested, got close to 100% representation.

ABC, currently hampered by lack of a New York station of its own but hoping to have one on the air by August, also has started lining up affiliates. DuMont, with no AM organization to use as a base for its video network, last week installed Halsey Barrett, formerly with CBS, as station relations director to build an affiliate structure around the five DuMont O & O stations now operating or planned. E. P. H. James, MBS vice president in charge of research, took to the road, visiting Mutual stations with video plans throughout the country with the goal of developing a program of television activity to present to the Mutual board at its next meeting on May 20.

NBC and CBS, two networks whose video plans are furthest along, are attacking the television network problem from points of view so widely divergent as to be almost directly opposed. CBS is following its AM affiliation contracts as closely as possible on the theory that the network-station relationships in television will be largely the same as in sound broadcasting and that it would be silly to discard a formula developed and found workable over the past 20 years just because the contemplated service calls for the transmission and broadcasting of pictures as well as sound.

NBC's theory is that television is so much more expensive an operation than sound broadcasting that the economics of the AM network cannot be applied to a video chain; that a network cannot bear the video line charges and program costs alone; that the affiliates will have to contribute to the initial expense of network operation in order to share in its future profits. Top video executives of both NBC and CBS, however, frankly state that the affiliation contracts they are drafting today will be revised from time to time in light of actual operating experience and probably bear little resemblance to the video affiliation contracts they will be signing a couple of years hence.

As of last week, here is how the television network situation shaped up:

AFFILIATES

NBC—O & O: WNBT New York, WNBW Washington; KSTP-TV St. Paul, WLWT Cincinnati, WTVR Richmond (effective June 1, with AT&T starting coaxial cable service from Washington about that date.)

CBS—O & O: WCBS-TV New York, WCAU-TV Philadelphia, WMAR-TV Baltimore.

ABC—WFIL-TV Philadelphia.

Du Mont—O & O: WABD New York, WTTG Washington.

WORKING AGREEMENTS

NBC—WRGB Schenectady, WPTZ Philadelphia, WBAL-TV Baltimore.

CBS—WMAL-TV Washington.

ABC and Du Mont have also fed programs to stations in Schenectady, Philadelphia and Baltimore on occasion. FCC rules forbidding exclusive network affiliation contracts also apply to television so stations may continue to carry programs of various network origin, particularly as long as there are not enough stations and/or facilities to go around.

HOURS OF SERVICE

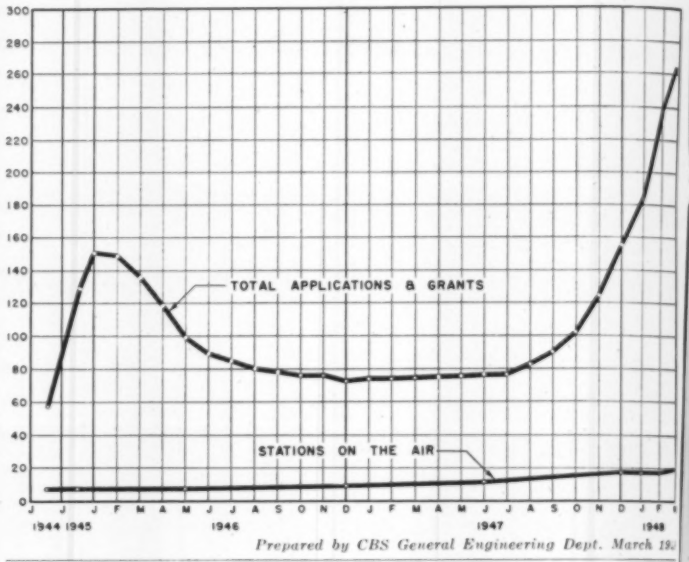
NBC—No minimum guarantee at present. Can provide two hours a day now to stations connected by cable or radio relay, hopes to provide four hours a day to them by end of year. Plans to send others such as KSTP-TV and WLWT programs filmed off monitor tube amounting to at least two hours a day by Sept. 1.

CBS—Optioning same hours as for AM affiliates, guaranteeing affiliates a minimum of 40 hours of programs for each 28-day period up to Nov. 1, a minimum of 35 hours each 28 days after that, with expectations of greatly exceeding those minima.

ABC—Starting Aug. 1 expects

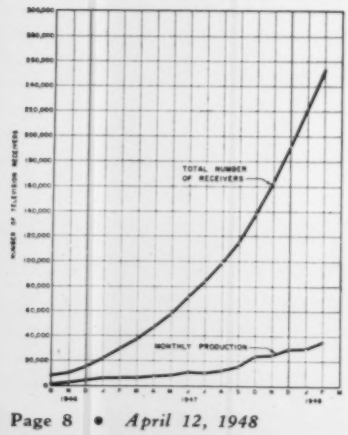
(Continued on page 94)

TV Station Data



Prepared by CBS General Engineering Dept. March 19

TV RECEIVER PRODUCTION



OUTLOOK AMONG GRANTEES, CPs AND APPLICATIONS

ABC AM Affiliates in TV

AUTHORIZED BY FCC . . .

Location	Call	Permittee/Licensee	Channel	Date Granted
Los Angeles	KECA-TV	American Bcstg. Co.	Ch. 7	CP 1-20-46
San Diego, Calif.	KFMB-TV	The Jack Gross Bcstg. Co.	Ch. 8	CP 1-16-48
San Francisco	KGO-TV	American Bcstg. Co.	Ch. 7	CP 1- 9-47
Washington, D. C.	WMAL-TV	Evening Star Bcstg. Co.	Ch. 7	CP 4-26-46
Atlanta, Ga.	WCON-TV	The Constitution Pub. Co.	Ch. 2	CP 1- 8-48
Chicago	WENR-TV	American Bcstg. Co.	Ch. 7	CP 1-25-47
New Orleans	WDSU-TV	Stephens Bcstg. Co.	Ch. 6	CP 1-16-48
Detroit	WDLT (WXYZ)	King-Trendle Bcstg. Co.	Ch. 7	CP 7-11-46
Minneapolis	WTCN-TV	Minnesota Bcstg. Corp.	Ch. 4	CP 10- 3-46
New York	WJZ-TV	American Bcstg. Co.	Ch. 7	CP 5- 8-47
Philadelphia	WFIL-TV	Triangle Publications	Ch. 6	CP 7-18-46
Ft. Worth, Tex.	WBAP-TV	Carter Publications	Ch. 5	CP 6-20-46

APPLICATIONS PENDING . . .

Location	Call of AM Affiliate	Applicant	Channel Requested	Date Filed
Birmingham	WSGN	Birmingham News Co.	Ch. 9	3-25-48
Hartford, Conn.	WTHT	Hartford Times Inc.	Ch. 10	1-19-48
Waterbury, Conn.	WATR	Harold Thomas	Ch. 12	11- 5-47
Jacksonville, Fla.	WPDQ	Jacksonville Bcstg. Corp.	Ch. 6	4- 5-48
Miami	WQAM	Miami Bcstg. Co.	Ch. 5	11-20-47
Des Moines	KRNT	Cowles Bcstg. Co.	Ch. 9	2-12-48
Boston	WCOP	Mass. Bcstg. Corp.	Ch. 9	11-20-47
Kansas City, Mo.	KCMO	KCMO Bcstg. Co.	Ch. 5	1-28-48
St. Louis	KXOK	Star-Times Pub. Co.	Ch. 4	2-18-48
Atlantic City	WFPG	Neptune Bcstg. Co.	Ch. 8	1-16-48
Buffalo, N. Y.	WKBW	Broadcasting Foundation Inc.	Ch. 9	1-26-48
Rochester, N. Y.	WARC	WARC Inc.	Ch. 11	2-24-48
Charlotte, N. C.	WAYS	Inter-City Adv. Co.	Ch. 11	2-24-48

(Continued on page 90)

Television

WSB-TV in Atlanta, Georgia, has been granted Channel Number 8. Complete RCA equipment has been ordered. Excellent studio and transmitter facilities are now under construction.

WHIO-TV in Dayton, Ohio, has been granted Channel Number 13. Complete RCA equipment has been ordered. In the final stages are plans for transmitter and studio facilities.

WIOD-TV in Miami, Florida, has applied for Channel Number 5. Complete RCA equipment has been ordered, subject to FCC action. Plans for transmitter and studio facilities have been made.

Training of personnel in television techniques has been under way for nearly two years. Each station will reach its commercial television status with thoroughly tested equipment, studio facilities, and with trained, experienced personnel.

WSB ATLANTA ★ **WHIO** DAYTON ★ **WIOD** MIAMI

*

$5,000 COULDN'T!

Five thousand dollars couldn't pay production costs for even one half-hour program of the Cavalcade of Music . . . Yet this entire 52-week series is available for local and regional sponsors at station time plus a small service fee.

The Cavalcade of Music (transcribed) is a big-time musical. It features D'Artega's 35-piece orchestra, 16-voice chorus and a top-flight guest appearance every week. Guest stars include: Tommy Dorsey, The Modernaires, Anita Ellis, Vaughn Monroe, Tony Russo, Riders of the Purple Sage, Tito Guizar, The 4 Knights, Rose Murphy, Frankie Carle and many others.

The Cavalcade of Music is available NOW on 600 Lang-Worth stations—exclusively! For cost and time availability contact the Lang-Worth affiliate in any desired market.

LANG-WORTH, Inc.

111 W. 57th Street, New York

*D'ARTEGA

Agencies

JUNE E. HANSON, former director of talent and audition for CBS Chicago, has joined Davis-Harrison-Simmonds, Los Angeles, as vice president in charge of radio, effective April 15. She will supervise aural radio and television activities of D-H-S clients, best known of which is Gadget-of-the-Month Club Inc.

SAMUEL E. HUNSAKER, formerly in creative department of N. W. Ayer & Son, New York, has joined Armstrong, Schleifer & Ripin, New York, to organize aural radio and television department. He will be director of the new department. BRYCE ALYN GORMAN has been appointed director of marketing and research for the agency.

ROWLAND VANCE and RICHARD HAGER have joined copy staff of G. M. Basford Co., New York and Cleveland agency.

KENNETH D. TWYMAN, formerly with Liebmann Breweries Inc. as vice president in charge of sales, has joined Lennen & Mitchell, New York, as account supervisor. He will supervise the Ruppert account.

RICHARD M. MASON, formerly with Chambers & Wiswell, Boston agency, has joined James Thomas Chirurg Co., Boston and New York, as vice president in charge of packaged products. For past ten years Mr. Mason has specialized in promotion of packaged products to general consumer field. LEO H. HARDIMAN, treasurer of the agency, and HOWARD G. SAWYER, vice president in charge of copy, have been elected to board of directors.

Mr. Mason

MAKELIM Assoc., Hollywood, in expansion brought about by centralization in Hollywood office of public relations directions for its Chicago and New York offices, has added three men to executive staff and has transferred JOHN PAUL ANDREWS from Chicago office to Hollywood. New members are GEORGE GALE, former manager of Dorland Inc., Los Angeles; ROBERT McELWAINE, former head of his own Los Angeles public relations office, and EDWIN DUZAN, formerly with U. S. Adv., Chicago.

DAVID J. COWEN, former account executive with Deutsch & Shea Inc., New York, has joined the New York office of Cappel, McDonald & Co. as an account executive.

JOE DEAN, formerly of Bell-Dean Adv., Passaic, N. J., has joined Gunn-Mears, New York. Bell-Dean offices have been closed, with most of the accounts being absorbed by Gunn-Mears.

EDWARD S. LANCASTER Jr., formerly a correspondent in Customer Service Department of Stanley Works, New Britain, has been named production manager at the Hartford office of Wilson, Haight & Welch Inc., New York and Hartford advertising agency.

Mr. Lancaster

PAUL W. FAULKNER, former account executive with Mike Goldgar Inc., New York, has joined Richard A. Gunther Inc., New York, as account executive.

JAMES SHELDON, executive producer and program manager at WOR New York, will join Young & Rubicam, New York, April 19 as director of *We the People* (CBS, 9-9:30 p.m. Tuesdays). Program is sponsored by the Gulf Oil Corp., Pittsburgh. Mr. Sheldon previously had been director of radio for MacFarland Aveyard & Co., New York.

BENTON & BOWLES, New York, has leased the former Majestic Record studios, including recording studio which will be converted into offices. Agency, which maintains offices at 444 Madison Ave., will move some of its departments into the newly leased quarters.

GERRY SPOLANE HARRINGTON, formerly with Grey Adv., New York, has joined copy staff of Doherty, Clifford & Shenfield, New York.

LEN A. KAMINS, account executive with Brooke, Smith, French & Dorrance Inc., Detroit, has resigned. He formerly was director of radio with AAF, serving overseas with Fifth Air Force. Prior to military

(Continued on page 82)

It's impossible

You can't cover California's Bonanza Beeline without on-the-spot radio

To California's great central valleys, add western Nevada. That's the Beeline. Then add 2 Billion in buying power—and you've got the *Bonanza* Beeline.

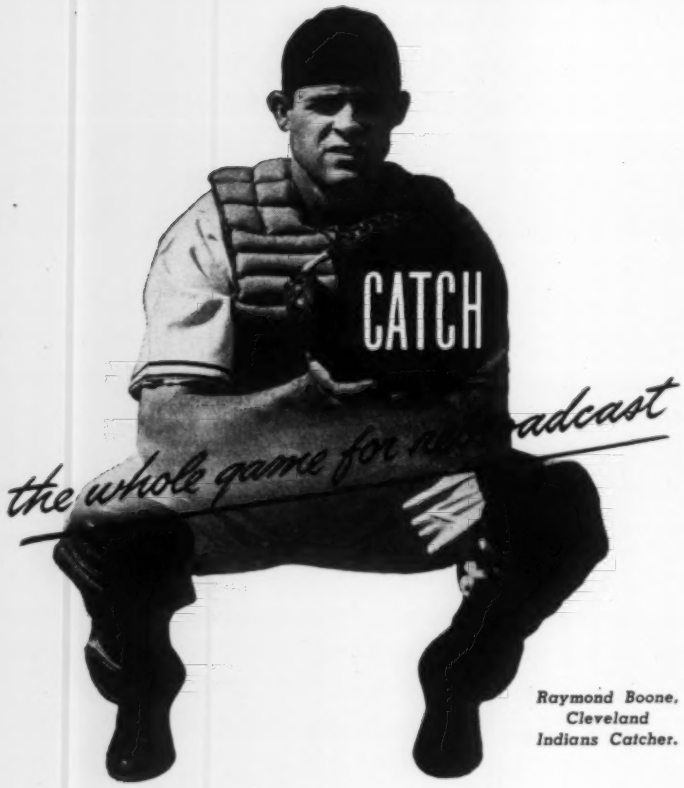
You need on-the-spot radio to sell the Beeline market. Natural barriers surround this market and turn away outside radio signals. Yes, you need the five BEELINE stations—located right in Beeline cities.

As a combination or individually, the BEELINE stations are your top buy. Look at KMJ Fresno, for example. Its current Hooper rating for the Sunday through Saturday 6 PM - 10 PM period is *more than three times higher* than the next closest station. Ask Raymer for more on the Beeline.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.



Raymond Boone, Cleveland Indians Catcher.

Three hour high fidelity recording is easy with the MAGNETONE*!

Broadcasting stations will find this magnetic recorder ideal for remote pickup and delayed broadcast work. Especially suited for conference recording, case history study, educational training, opera recording, dispatchers' monitoring, police radio monitoring and many other long period recording usages.

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire reused any desired number of times. "Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in ½, 1, 2 and 3 hour time periods are available. The "MAGNETONE" is portable, durable, in attractive metal or black leatherette case.

Outstanding characteristics of the MODEL BK-303 "MAGNETONE" are its fast rewind, fast forward speed, and constant recording speed which permits any section of a recorded program to be spliced into any other section without impairing the faithful reproduction.

Available with High and Low Impedance Inputs and 500 Ohm Balanced-Line Output

Write today for detailed specifications of the

"MAGNETONE"

THE Brush DEVELOPMENT COMPANY

3405 Perkins Avenue • Cleveland 14, Ohio, U. S. A.

MAGNETIC RECORDING DIV. • ACOUSTIC PRODUCTS DIV.

INDUSTRIAL INSTRUMENTS DIV. • CRYSTAL DIVISION

*Trademark

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Washington Market Story Wins Praise

EDITOR, BROADCASTING:

BROADCASTING magazine is to be congratulated on its presentation of the study of the Washington market.

You have added another "blue ribbon" to your already overcrowded showcase.

I, along with many others I'm sure, look forward to your continuing studies of other markets in future editions.

Robert M. Reuschle
Headley-Reed Co.
New York

* * *

EDITOR, BROADCASTING:

Your special study on Washington, D. C. is very interesting. I hope that you will put out a similar publication for other major markets.

It would be helpful some time if you were to publish a list of FM stations now on the air in order of their frequency. The television news in your magazine is very interesting.

Raymond M. Bell
Professor of Physics
Washington & Jefferson College
Washington, Pa.

* * *

EDITOR, BROADCASTING:

Congratulations!

Study No. 1 is certainly effective and the idea is outstanding.

Am looking forward to the future studies in this series.

Again, sincerest congratulations!

John Pattison Williams
President
Transcription Sales
Springfield, Ohio

* * *

Columbia U. Grateful For VD Editorial

EDITOR, BROADCASTING:

We appreciate very much your editorial send-off to our VD Radio Project. I am sure it will be of help to us, and we want to thank you.

The project, by the way, is progressing well. In a few weeks we shall have another release, with further details about performers and cooperating organizations.

Erik Barnouw,
Program Director
University Radio Committee
Columbia U., New York.

* * *

Credit Where Credit Is Due Suggested

EDITOR, BROADCASTING:

We smalltime disc jockeys, scattered throughout the nation, will get a laugh from the caption beneath the picture of Russ Hughes, St. Louis disc m.c., on page 68, of the March 1 issue.

It gives Mr. Hughes full credit for "dusting off the 1913 recording of 'Now Is the Hour' and plugging it to popularity."

. . . This past fall several good recordings of it were made for English consumption. The tune capped Britain's popularity polls for over four months before it was imported to the U. S. shortly before the Jan. 1 ban.

. . . When another Kurt Webster comes along to resurrect a tune like "Heartaches" through his own efforts alone, let's then give him adequate credit.

George L. Brooks
Music Librarian
KDIX Dickinson, N. D.

* * *

'Man-in-Street' Advice Best, Davis Believes

EDITOR, BROADCASTING:

Your Feb. 7 issue ran a story titled "Spot Impact," written by Bruce Robertson.

I read, with a half-happy feeling, the answer to one of the questions submitted to listeners in the St. Louis area on the worn and tattered subject of radio commercials.

The question asked was: "*. . . you have any suggestions as to how radio advertising might be improved?*"

The answer was: "*No suggestions!*"

And this comes after all we have heard from our dear listeners concerning our singing spot jingles; our "cures-for-piles,—sore feet, — bad-breath, — personal odor" spots at meal-times; and our many commercial announcements considered—by these same dear listeners—to be "bad taste."

All I now have to say is that they had their chance and didn't take it! Now let these "I'm-against-all-commercials" people henceforth and forever hold their peace! If over 8,000 people answer "No suggestions," then there can't be too much wrong with what we're doing now!

Get this! Out of the thousands interviewed in this Petry survey more than 62% (62.5) responded to this 'they're-really-asking-for-it-ain't-they-folks' question with an easy-going, so-what answer of "No suggestions"!

"No suggestions"—this kind of answering can lead to a one-button receiving set! No suggestions—no new programs, no new ideas. . .

The very nature of broadcasting is controversial— Some like it hot, some like it cold! You can't

(Continued on page 80)

THE WAY TO A WOMAN'S HEART...

Wally Kay . . . who conducts WJW's two top juvenile programs . . . has found that the way to a woman's heart is through her children. As scores of listening mothers say . . . Kay's programs "entertain but do not unnerve" their youngsters.

Cousin Kay's Corner . . . across the board at 4:45-5:00 P.M. . . . gives Cleveland children the personal recognition program that juvenile dialers desire. Because Cousin Kay's Corner keeps children busy and happy . . . parent response is pronounced!

Storybook Merry-Go-Round . . . at 4:00-4:30 P. M. on Sunday . . . has become a symbol of delightful entertainment for small fry . . . endorsed by PTA leaders and recommended for selective dialing by The Radio Council of Greater Cleveland.

Alone . . . or in an all-week combination . . . Wally Kay's WJW shows offer an advertiser a new way to a woman's heart . . . provide a tested formula . . . an established audience. The mail pull is terrific . . . more than 3,700 letters in a single recent week.

Cousin Kay's Corner at WJW sets off a chain reaction . . . a chain of enthusiastic letters from youngsters and their parents.

Audience reaction is reflected by the absorbed attention with which children enjoy Storybook Merry-Go-Round.

BILL O'NEIL, *President*

WJW

CLEVELAND

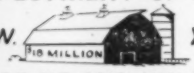
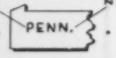
BASIC
ABC Network

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

"VIC" DIEHM SAYS:

PICTURE THIS:

YOU CAN BE TWICE AS SURE IN PENNSYLVANIA WITH WAZL, HAZLETON, AND WMGW, MEADVILLE. THE COMBINATION GIVES YOU AN $87 MILLION MARKET. WAZL IS SMACK IN THE MIDDLE OF PENNSYLVANIA'S IMPORTANT ANTHRACITE COAL MINES... WORTH $103 MILLION* IN YEARLY INCOME. PLENTY OF IT GOES FOR WAZL ADVERTISED PRODUCTS EVERY WEEK, BECAUSE 9 OUT OF 10 RADIO FAMILIES HEAR WAZL'S SALES MESSAGES. THEY'VE BEEN LISTENING SINCE 1932, TOO. WE DON'T JUST SELL TIME ANYMORE, WE SELL OPPORTUNITY. AND WE DON'T JUST BROADCAST YOUR SHOWS... WE MERCHANDISE 'EM, WE PROMOTE 'EM, WE TELL THE 224,000 LISTENERS IN THIS AREA ABOUT 'EM. THIS SAME KNOW-HOW GOES INTO WMGW, MEADVILLE. IT COVERS ONE OF THE LEADING DAIRY PRODUCING COUNTIES IN PENNSYLVANIA. MEADVILLE RETAIL SALES ALONE WERE $22 MILLION* IN 1947... FACTORY EMPLOYMENT UP 12%*... FARM INCOME $18 MILLION.  YOU GET 'EM BOTH... COVERAGE OF NE AND NW PENNSYLVANIA.  ... AT ONE RATE. AND YOU'RE TWICE AS SURE OF THE RETURN.

WRITE ME FOR DETAILS.

REGARDS,

Vic Diehm

* STATISTICS FROM DEP'T. OF INTERNAL AFFAIRS AND BUREAU OF RESEARCH PENN STATE COLLEGE.

WAZL

AFFILIATED WITH NBC - MBS

Studios and Offices

Hazleton Nat'l Bank Bldg.

HAZLETON, PA.

WMGW

Studios and Offices

First Nat'l Bank Bldg.

MEADVILLE, PA.

New Business

NION OIL Co., Los Angeles, April 13 will present its annual report, known as *Report for '47*, via film on nine video stations including WNBT New York, WRGB Schenectady, WPTZ Philadelphia, WBAL-TV Baltimore, WNBW New York, KSTP-TV St. Paul-Minneapolis, WWJ-TV Detroit, WBKB Chicago and KTLA Los Angeles. Total budget is understood to be approximately $1,800 for nine station purchase. Press preview to be held in Los Angeles April 12. Agency is Foote, Cone & Belding, Los Angeles.

WEBER & PILE, Hollywood (clothing manufacturer), has appointed Allen & Marshall Adv., Los Angeles, to handle advertising. Radio may be used.

A. SAGNER'S Son Inc., Baltimore (manufacturer of Northcool men's summer apparel), has signed with WMAR-TV Baltimore for sponsorship of telecasts of 12-day racing meet at Pimlico, Md., on package deal involving about $6,000. Account was placed through I. A. Goldman Inc., Baltimore, and will cover roughly one hour of direct pickup of Pimlico feature race of the day plus one other race.

BREITLING WATCH Corp., of the American & Wakemann Watch Co. will use three spots a week on WABD New York, effective April 19. Contract, to run 52 weeks, calls for video spots on Mon., Tues., and Thurs., preceding sign-off. Sterling Adv. New York is the agency and **TED BERGMANN** of WABD times sales staff, is account executive.

GOLDBLATT Bros., Chicago department store, April 6 started daily 30-minute telecast, *At Home With Barbara Barkley*, from its State St. store. Program features home economics news and different celebrities passing through the city. It is televised before studio audience in the store's Home Service Center, 2:30-3 p.m. daily.

AIR NATIONAL GUARD Recruiting is releasing special one-minute film spots, officially approved, to number of TV stations throughout the country. Films were prepared by Television Adv. Productions, Chicago.

LUTHE HARDWARE Co., Des Moines, will sponsor *Speak Up or Pay Up* on nine Iowa stations starting April 18. Programs will originate in different city each week, with live show transcribed on Tuesday night for play-back on all stations following Sunday. Stations to be used include: KRNT Des Moines; KICD Spencer; KGLO Mason City; KMA Shenandoah; KVFD Fort Dodge; WMT Cedar Rapids; KBIZ Ottumwa; KSIB Creston and KFJB Marshalltown. Agency: Meneough, Martin & Seymour, Des Moines.

IDA'S Department Store, Washington, has started one-minute live video spots, Mon., Wed., and Fri. at 6:14 p.m. on WTTG Washington. Produced by I. T. Cohen Adv., Washington, the spots feature Model Mary Ann Hyde and Commentator Sherry Levine of agency's talent division, retailing fashions and accessories furnished by Ida's.

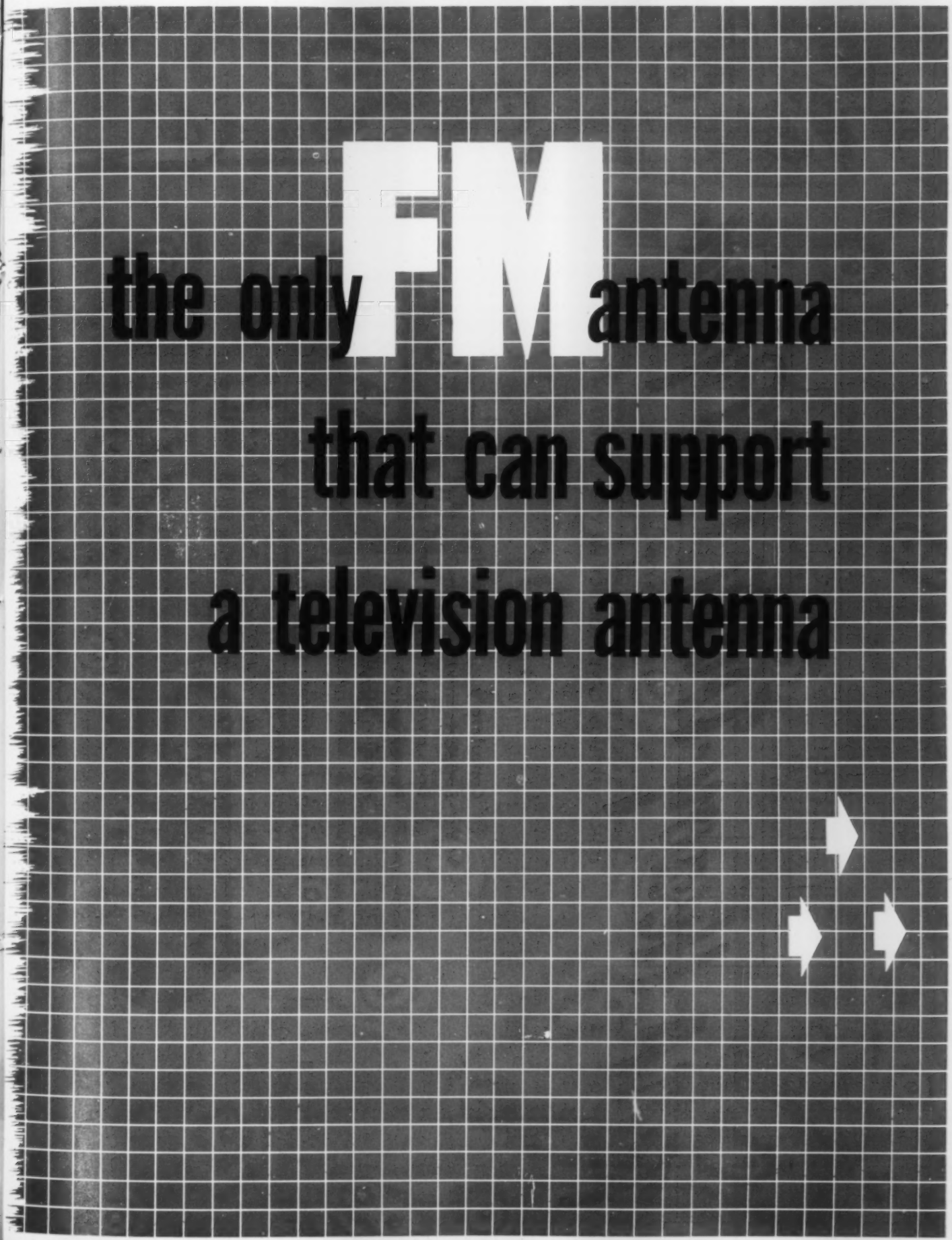
STAMINITE Corp., New Haven, Conn., which last week appointed J. M. Hickerson Inc., New York, to direct its advertising, will begin test campaign in 16 New England markets May 10 on behalf of "Surface-Kleen" and "Surface-Nu," floor products. Radio will be used, but the schedule has not been set.

FORD MOTOR Co. and **GENERAL FOODS** are splitting sponsorship of Ringling Bros. and Barnum & Bailey Circus telecasts from Madison Square Garden, over WCBS-TV. Ford's share of the sponsorship covered last week, the opening circus performance on April 7, and yesterday's matinee. General Foods telecasts are scheduled for April 18 at 2:15 p.m. and April 21, 8:30 p.m. Another video show on April 25 at 8:30 will be sustaining.

AMERICAN BEAUTY MACARONI, Los Angeles, has appointed Dan B. Miner Co., that city, to handle advertising. Spot campaign is planned for near future.

MILROSE PRODUCTS Co., New York (Rad all-purpose cleaner), has appointed Frederick-Clinton Co., New York, to handle its advertising. Agency has announced 10-week premium deal, starting week of April 19.

(Continued on page 52)


the only FM antenna
that can support
a television antenna

RCA Heavy-Duty FM Pylon

- **Completely self-supporting**
- **Supports the RCA High-Gain TV Antenna**
- **Does away with need for extra tower**
- **Power gain 3 and 6**
- **Handles 50 kilowatts**

The lower part of the antenna you see in these pictures is a high-gain, heavy-duty Pylon. It can support a 6-section RCA high-gain television antenna . . . *without a single guy.* No need for a separate tower for FM . . . with the expense of putting up another tower later for TV. *Here, one does it!*

For long-term protection of your tower investment, be sure to figure your FM-TV antenna requirements in terms of a Heavy-Duty Pylon—TV Super Turnstile combination. Your RCA Broadcast Sales Engineer has the facts. Call him, or write Section 19-D, Engineering Products Dept., RCA, Camden, N. J.

NOW... for FM
You install a two- or four-section Heavy-Duty Pylon now. You simply bolt a wide-band, high-gain TV antenna atop it later. Benefits: maximum coverage for FM now. Maximum coverage for FM *and* TV later.
The "Heavy-Duty" antenna is simplicity itself. No dipoles. No external loops. No appendages of any kind ... and no adjusting.
The Heavy-Duty Pylon with a High-Gain TV Super Turnstile atop it. Two antennas in a single self-supporting unit that can be mounted anywhere—tower or building. This radiator provides simultaneous FM transmission and wide-band TV services—both aural and visual. Power gain for the Super Turnstile is 3.8 to 7.
LATER... for FM and TV

QUICK-SELECTION CHART FOR RCA FM AND TV ANTENNAS

Choose the unit or the combination to meet your special requirements.

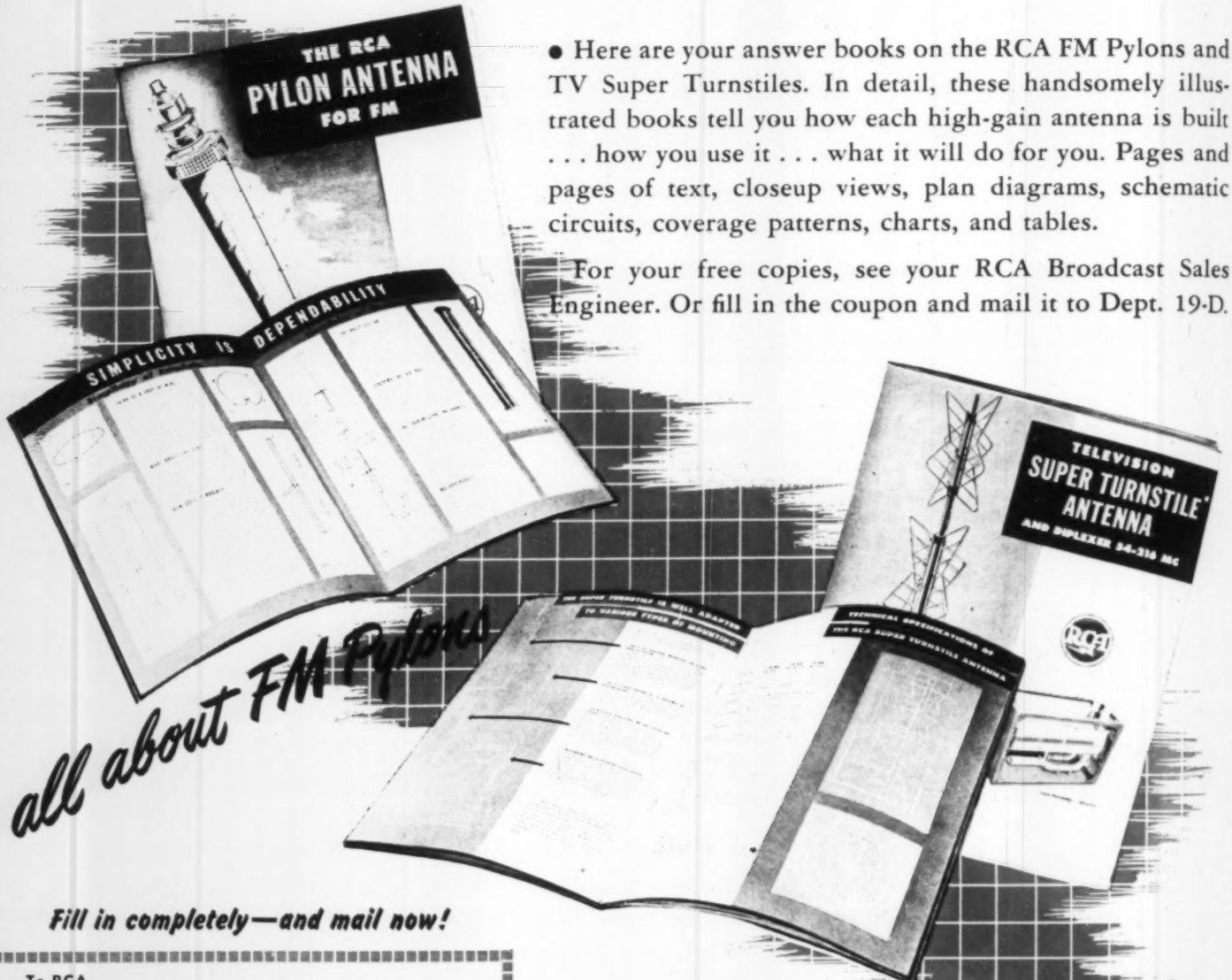
HEAVY-DUTY PYLONS

FREQ. RANGE (MC)	POWER GAIN	NO. OF SECTIONS	OVER-ALL HEIGHT (FT.)	WEIGHT (LBS.)	TYPE NO.
88-96	3	2	27	4,322	BF-12E
96-108	3	2	27	4,322	BF-12F
88-96	6	4	54	10,497	BF-14C
96-108	6	4	54	10,497	BF-14D

TELEVISION SUPER TURNSTILES (for installation on Heavy-Duty Pylons)

55-66	3.3 to 3.7	3	56′ 3″	4,666	TF-3B
66-88	3.3 to 4.1	3	48′ 1″	3,120	TF-3B
174-216	6.4 to 7.1	6	44′ 8″	2,770	TF-6B

Free... two new 12-page brochures on RCA Antennas



• Here are your answer books on the RCA FM Pylons and TV Super Turnstiles. In detail, these handsomely illustrated books tell you how each high-gain antenna is built . . . how you use it . . . what it will do for you. Pages and pages of text, closeup views, plan diagrams, schematic circuits, coverage patterns, charts, and tables.

For your free copies, see your RCA Broadcast Sales Engineer. Or fill in the coupon and mail it to Dept. 19-D.

all about TV Super Turnstiles

Fill in completely—and mail now!

To RCA
Engineering Products, Dept. 19-D
Camden, N. J.
Please send me the free 12-page brochure

☐ The RCA Pylon Antenna for FM (1J 2617)
☐ Television Super Turnstile and Diplexer (1J 3056)

Name_____

Address_____

Station_____ Position_____

City_____ State_____

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

WMOB'S
New Transmitter
Has Resulted In a
60%
INCREASE
IN THE NUMBER OF RADIO FAMILIES IN THE .5 MV/M CONTOUR!

New
FIELD INTENSITY MAP NOW OFF THE PRESS.
Write
D. H. LONG
WMOB—OR
Call A BRANHAM MAN FOR A COPY

WMOB
—A NUNN STATION—
Mobile, Ala.

Feature of the Week

Pickup from the council meeting

By DON BRICE
News Director, WKBN Youngstown, Ohio

YOUNGSTOWN, teeming city of steel in northeastern Ohio, has had a dramatic demonstration of what radio public service can do for a community.

"For many years, the people of Youngstown had an attitude toward city government similar to that found in most American cities —an attitude variously described as "indifference," "lack of civic conscience," "the willingness to let George do it." Until recently, most Youngstowners really didn't think about their municipal government one way or the other—not so much because of indifference, but simply because they didn't know exactly what their government was doing.

Today, Youngstowners are definitely "government - conscious." They are aware of the machinery that operates their city, and the men who run that machinery. In fact, the council chambers won't begin to hold the hundreds who jam city hall for the weekly council meetings.

Two years ago, the seven members of the city council and the city "cabinet" (administrative officials appointed by the mayor) lived in semi-obscurity except for a brief spell in the pre-election limelight. Today, each councilman and each

(Continued on page 72)

On All Accounts

DIVERSE operations of a small community station have provided many agency people with their basic experience in the medium. William Green is current radio director of Knollin Adv., Los Angeles, but he started at WLNH Laconia, N. H.

As a starter, he was office boy, announcer, producer and handled traffic as well. Starting at that in January 1940 he remained until April 1941, before switching to WRNL Richmond, as production manager.

BILL

Uncle Sam had a convincing story to tell about Navy Air in November 1941 and Bill became a twin-engine pilot, seeing considerable service in the Pacific. He was separated in January as a lieutenant.

His first postwar job was in New York with Fairchild Publications editing a section of one of their publications. And it continued to be his responsibility until May 1946 when he decided that the West Coast was really where he wanted to live and work.

Early in 1947 Bill and his wife made the trek to San Francisco where he joined Knollin Adv. as a copy writer. When the agency's Los Angeles office required a radio director in July of the same year he was shifted. In that present spot, he is primarily concerned with the radio activity of Payne Furnace and Golden Glow Beer. Long-range he views video with considerable anxiety.

A native New Yorker, he was born in Brooklyn July 14, 1915. Bill is a graduate of Manual Training High School, '33. William & Mary College is his A.B. alma mater, graduating in '39. Law had started out to be his career but a year of law school convinced him that radio was a more challenging career.

During a Canadian liberty he met Joyce Cox of Vancouver, B. C., and at a convenient time during his Navy service they were married Dec. 8, 1945. Today they make their home in suburban West Los Angeles.

Organizationally he is a member of the Los Angeles Advertising Club and SAE. Hobby-wise he finds the piano a satisfying way of relieving an active day in the agency.

you can't sell Cleveland with WFLA

but...

If you want to sell the prosperous Tampa - St. Petersburg market, WFLA is your best buy! And here's why. . . . Morning, afternoon and night, WFLA continues its solid lead in listeners° in this rich, growing Florida market where diversified industry, business and agriculture create steady buying power all year 'round.

° *According to the latest Hooper*

5000 WATTS DAY AND NIGHT
NBC AFFILIATE
WFLA
The Tampa Tribune Station
National Representative JOHN BLAIR & CO
Southeastern Representative HARRY E. CUMMINGS Jacksonville Fla
TAMPA

IT'S EASY, IF YOU KNOW HOW!

With 22 continuous years of constant trial, experimentation and study, we of KWKH know we *know* the ways to the hearts, minds and confidence of Southern radio listeners.

Our 50,000 watts are, of course, a prime reason for the fact that our Daytime BMB Map shows 105 counties in Arkansas, Louisiana, Mississippi and Texas. *But it's KNOW-HOW that makes us the eighth CBS station in America, in the morning* — the *ninth* in the afternoon — the *sixth* in the evening (Hooper Station Listening Indexes, Mar.-Apr., 1947).

The KWKH daytime area alone accounts for nearly 2% of all U. S. potential sales. *It should account for that much of your clients' sales, too. . . .* May we talk with you about it?

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts . CBS .

The Branham Company
Representatives

Henry Clay, *General Manager*
Dean Upson, *Commercial Manager*

BROADCASTING
TELECASTING

Vol. 34, No. 15 WASHINGTON, D. C., April 12, 1948 $7.00 A YEAR—20c A COPY

4A'S ACCLAIM TV

Meteoric Rise Cited at Virginia Meeting

By J. FRANK BEATTY

THE MEN WHO KNOW advertising best—and who dispense three billion dollars of it every year—have adopted television as the fifth major medium.

Meeting at Virginia Beach, Va., last week, some 300 members of the American Assn. of Advertising Agencies listened as they have never listened before to the dramatized story of television's meteoric history.

Then they listened just as attentively to a projection of TV's future—a projection that pointed to the visual art as an all-powerful medium combining the impacts of all the other media (broadcasting, magazines, newspapers and outdoor) and promising to lead advertising into a period of unprecedented growth.

And finally they came back en masse for a 30-minute film in which typical telecasts were portrayed and explained.

Presiding at the AAAA's television session, held Thursday morning, was Thomas D'A. Brophy, president of Kenyon & Eckhardt, New York, and newly elected chairman of the association's board. The session highlighted the three-day meeting, which opened Wednesday with the election of officers (see separate list of officers). Meetings were held at the Cavalier Hotel.

Langhoff Talk

Dimensions of the young television industry—past, present and future—were described in the keynote TV talk by Dr. Peter Langhoff, director of research, Young & Rubicam, New York. The new medium has come to life "with a boom" in the last six months, he said, tracing its growth to 21 operating stations available to 35,000,000 people or one-fourth of the population. Stations slated to take the air within six months will increase this coverage to 45,000,000 people or 32% of the U. S. total, and applications on file would give coverage to nearly 40% of the population.

Unit costs of reaching 1,000 viewers per half-hour will drop from the present $16.67 for 150,000 sets to $10 for 375,000 sets by the end of the year, Dr. Langhoff predicted (see separate table).

Walter Craig, of Benton & Bowles, New York, chairman of the AAAA committee on radio and television production, outlined TV production problems, explained types of commercials, and handled narration during the half-hour film presentation.

Kenneth W. Hinks, J. Walter Thompson Co., New York, member of the AAAA special committee on radio and television policies predicted a vast growth for television as an advertising medium. He predicted that it will bring a spectacular corollary growth for all other media, paralleling their expansion as a result of the birth and development of sound broadcasting.

Jack Gould, radio editor of the *New York Times*, fourth speaker on the TV panel, proposed that agencies use credit lines on television programs. He declared agencies will have unprecedented power to influence the American mind through their part in supplying the editorial content of programs.

Television will be expensive in its early stages, Dr. Langhoff predicted, but he looked for lowering costs as the number of sets increases and as network circuits feel the effects of competition among communications companies. High networking costs, he said, suggest careful study of substitutes such as film recordings and points of program origin not traditional in radio.

"For both radio and television entertainment the American public expects the advertiser to pick up the check," he said. "In radio the advertiser fights for the privilege. Will he in television? That depends on whether or not he is convinced or has a reasonably strong belief that television produces results commensurate with its cost."

Number of Sets

First factor in determining value of the TV medium, Dr. Langhoff said, is the number and distribution of sets, with 150,000 or 60% of the estimated 225,000 installed sets being in New York. He urged all TV set manufacturers to "take a more liberal view toward releasing distribution data, reminding that advertisers will need the data "before they will move into programming with confidence."

RMA should provide this additional material, he said, also proposing that plans be started to get TV set ownership into the schedules of the 1950 U. S. census.

By the end of 1949, Dr. Langhoff

(Continued on page 22)

TELEVISION highlighted AAAA convention at Virginia Beach as four-man panel explored growth and potentialities of medium. Panel speakers (l to r): Walter Craig, Benton & Bowles; Dr. Peter Langhoff, Young & Rubicam; Kenneth W. Hinks, J. Walter Thompson Co.; Jack Gould, radio editor, "New York Times." Television session was held last Thursday morning.

N. Y. FM REVERSAL

New Final Decision

HANDING DOWN a new final decision in the New York FM cases, FCC ruled last Thursday that one of the facets of an applicant's "character" is whether he is likely to give a "fair break" to those who differ with his views.

"To that inquiry," the Commission said, "evidence of past conduct which is reasonably indicative of the manner in which the applicant is likely to act in the future is certainly relevant.

"But, clearly, that past conduct cannot be the mere expression of views, whether oral or in the pages of a newspaper or periodical, but must plainly constitute acts of unfairness as, for instance, denial of any opportunity to reply to attacks under circumstances where fair play requires the granting of such an opportunity, or the repeated making of irresponsible charges against any group or viewpoint without regard for the truth of such charges and without bothering to determine in advance of their publication whether they can be corroborated or proven."

On that basis the FCC overruled a motion of the *New York Daily News* to strike evidence presented by American Jewish Congress charging the *News* with bias toward minority groups, but ruled at the same time that the AJC evidence was not sufficient to establish bias. FCC based no conclusions on the evidence, which had been stricken in an earlier ruling on the same question last fall [BROADCASTING, Nov. 10].

The grants went to the four applicants who won out in both the proposed decision and the subsequent final decision, which later was set aside, and to WNJR Newark.

The *News*, one of the winners of the proposed decision, and the Radio Corp. of the Board of Missions & Church Extension of the Methodist Church, which replaced the *News* among the winners in the previous final decision, were given denials along with the 10 other applicants.

Grantees and their assignments:

WMCA New York—92.3 mc (Channel 222); 10 kw effective radiated power,

(Continued on page 36)

NEW OFFICERS of American Assn. of Advertising Agencies were elected at opening session at Virginia Beach, Va., last Wednesday. They are: Front row (l to r)—Julian L. Watkins, H. B. Humphrey Co., vice president; Henry M. Stevens, J. Walter Thompson Co., secretary-treasurer; Thomas D'A. Brophy, Kenyon & Eckhardt, chairman of board; Fairfax M. Cone, Foote, Cone & Belding, director; Henry G. Little, Campbell-Ewald Co., director; Charles H. Ferguson, BBDO, director. Back row (l to r)—Clarence B. Goshorn, Benton & Bowles, vice-chairman; Fergus Mead, Buchen Co., director; Albert W. Sherer, McCann-Erickson, director; Gordon E. Hyde, Federal Adv. Agency, director; Abbott Kimball, Abbott Kimball Co., director; Howard A. Medholdt, Aitkin-Kynett Co., director; Frederic R. Gamble, re-elected president of AAAA; J. C. Cornelius, BBDO, retiring chairman.

In This Issue . . .

AAAA Acclaims Rise of TV 21
New York FM Case 21
Clears Present Their Case 23
BROADCASTING TRENDS
Managers' Political Radio Views .. 25
Networks Make Philadelphia Plans .. 25
Nine Affiliate With CBS TV 26
Video Costs Broken Down 26
More TV for Luckies 27
Is Your Candidate Telegenic? 27
Oral Argument Ordered on WHLS .. 28
ANA Spring Meeting Opens Today .. 30
Butler's Will Ties Up Properties 30
Security Study Is Ordered 32
NAB Convention Social Plans 32

4 A's Acclaim

(Continued from page 21)

estimated, there will be 2,000,000 TV sets in the hands of owners compared to the 750,000 expected at the end of 1948—a trebling of sets during the next few months. To reach these goals, he said, "we need just two things from the industry, better programming and less expensive sets."

Second TV factor, he said, is sets-in-use. New York studies, he recalled, show "a very high level of set use" with a median of about 60% in the evening though 15% to 20% of families are reported as not at home. Median for broadcasting is about 35%, he continued, giving TV a 70% higher set usage. This high level is not due to newness and novelty, he said, an analysis of attitudes of set owners by length of time sets had been owned revealing no drop in enthusiasm.

Tending to increase set use, he said, will be better studio programming, better techniques for special events and greater diversity of programs. Tending to decrease usage, he believes, will be increasing number of telecasting hours from which the family may select its television fare.

Third variable, according to Dr. Langhoff, is viewers-per-set, now averaging about four. He predicted this average will drop as the number of sets increases and the number of program hours increases, bringing more selective listening. He pointed to the danger of "sly drooping of the eyelids during the duller portions of a program," suggesting serious implications for the handling of commercials.

Diminishing Costs

The fourth factor, cost of producing and delivering TV shows, will come down in relation to cost per 1,000 viewers per half-hour, he said (see table). Impact and penetration of sales message also is critical in this factor. Telephone coincidental checks, he revealed, show accurate sponsor identification of 70% to 80% for programs on the air a short time, with recall checks made several days after the broadcast showing 35% identification in one case and 67% in another. The NBC-TV network "Howdy Doody for President" campaign, offering campaign buttons, drew over 37,000 responses, he said —one for every five sets within range. "These few demonstrations leave little doubt that TV advertising can be something terrific," he declared.

Dr. Langhoff predicted television will not completely replace any existing medium. When radio and television "stand up and slug it out there is little doubt about who is the coming champ in the public's mind," he said. He cited a Hooper study showing TV's appeal.

At a session on agency research Carlos Franco, manager of radio timebuying, Young & Rubicam, New York, chairman of the AAAA committee on radio and television broadcasting, described work of Broadcast Measurement Bureau. He said it provides the most accurate and comprehensive figures available on a weekly basis and told of plans to improve the second survey next year. BMB, he said, tells the advertiser who hears the message and permits proper allocation of the advertising dollar to various areas. The surveys show how stations serve areas, and whether there is waste circulation, Mr. Franco said. BMB, he concluded, has transferred intangibles to tangibles.

F. B. Ryan, Jr., president of Ruthrauff & Ryan, told the convention Friday that while media unit costs are up, circulation has increased. Time costs for an evening half-hour on NBC or CBS have gone up 14% since 1940, he declared, but the number of homes reached is up 28%, giving more per dollar invested because the number of radio homes has increased and the coverage of the total homes also has risen. He noted also that average audience rating for the top 10 shows is 5% below 1940.

Combining these figures and including talent costs, Mr. Ryan explained, reveal a 24% increase in the cost per 1,000 listening homes. A similar situation prevails in the median rating group, he said, but concluded "the fact remains that the radio homes available have increased 28% and the network costs have increased only 14%." Mr. Ryan said cost data on other media

(Continued on page 88)

Video's Impact

Following are comparative costs of reaching the TV audience, based on estimates by Dr. Peter Langhoff of Young & Rubicam (see main AAAA story, page 21).

	April 1948	January 1949
Sets Owned	150,000	375,000
Sets-in-Use	60%	60%
Viewers Per Set	4	4
Total Cost— Half Hour	$6,000	$9,000
Cost Per 1,000 Viewers Per Half Hour	$16.67	$10

AAAA ELECTIONS

Brophy, Goshorn, Stevens Elected

THOMAS D'A. BROPHY, president of Kenyon & Eckhardt Inc., New York, was elected chairman of the board of directors of the American Assn. of Advertising Agencies meeting in Virginia Beach last week.

Clarence B. Goshorn, president of Benton & Bowles Inc., New York, was elected vice-chairman and Henry M. Stevens, vice-president of J. Walter Thompson Co., New York, was elected secretary-treasurer.

Mr. Brophy, vice-chairman of the AAAA for the past year, succeeds J. C. Cornelius, executive vice-president for the West of BBDO, as head of the AAAA.

Others elected were:

Directors-at-large: Louis N. Brockway, executive vice-president of Young & Rubicam Inc., New York; Abbott Kimball, president of Abbott Kimball Co. Inc., New York; Albert W. Sherer, vice-president of McCann-Erickson Inc., Chicago.

Directors representing the AAAA regional Councils: New York Council, Gordon E. Hyde, president of Federal Adv. Agency Inc., New York, who was re-elected; New England Council, Julian L. Watkins, vice-president of H. B. Humphrey Co., Boston; Atlanta Council, Howard A. Medholdt, partner in the Aitkin-Kynett Co., Philadelphia; Michigan Council, Henry G. Little, executive vice-president of Campbell-Ewald Co., Detroit; Central Council, Fergus Mead, vice-president of The Buchen Co., Chicago; Pacific Council, Charles H. Ferguson, vice-president of BBDO San Francisco.

At the organization meeting of the new board of directors, immediately following election, Frederic R. Gamble was re-engaged as president for another two years. Mr. Gamble has been an officer of the AAAA since 1929 and president since 1944.

Messrs. Cone, Cunningham and Ryan were elected to serve, with the four officers, as the AAAA's operations committee.

FOUR MEMBERS of the Senate Interstate & Foreign Commerce Committee were on hand for the opening of hearings on the Johnson Bill: (l to r) Sens. Owen Brewster (R-Me.), Charles W. Tobey (R-N.H.), Chairman Wallace H. White Jr. (R-Me.), and Edwin C. Johnson (D-Col.), author of the bill.

CLEARS PRESENT CASE

By RUFUS CRATER & JOE SITRICK

AN UPHILL BATTLE for preservation of clear channels and operation with powers above 50 kw was fought by the nation's clear-channel stations last week before the Senate Interstate & Foreign Commerce Committee.

The Committee, considering the Johnson Bill (S-2231) to break down the clears and keep power at 50 kw, reached the halfway mark last Friday with completion of testimony against the measure. Virtually another full week is expected to be needed for advocates of the bill, who open their case today (Monday).

In addition to spokesmen for almost two score local and regional stations and other organizations, the week's witnesses are slated to include former Sen. Burton K. Wheeler, co-author of the old, ill-fated White-Wheeler Bill and sponsor of the resolution which put the Senate on record in 1938 against power above 50 kw.

Ed Craney, managing director of the XL stations of the Pacific Northwest, who was named by clear-channel spokesmen as the prime force in the campaign for clear-channel breakdowns also is slated to testify.

Fireworks were touched off early by Louis G. Caldwell, counsel for Clear Channel Broadcasting Service, who claimed that Sen. Charles W. Tobey (R-N. H.), acting chairman of the Committee, and Sen. Edwin C. Johnson (D-Colo.), author of the bill, had incorporated erroneous information in letters eliciting support for the measure. He also charged that Edward Cooper, the Committee's communications expert, "has been assiduously writing letters to broadcasters."

The charges brought a stinging answer from Sen. Tobey attacking what he called the "police court tactics" of Mr. Caldwell, defending his own letters and those sent by Sen. Johnson, and declaring that the letters sent by Mr. Cooper were "normal clerical correspondence" in reply to requests for information on "hearings, dates or procedure" (text of Sen. Tobey's statement below).

Caldwell Protest

Mr. Caldwell's protest against the procedure which required opponents of the bill to appear first but refused them access to the reported 700 letters supporting the bill provoked a heated argument among the Committee. Sens. Owen Brewster (R-Me.) and Homer Capehart (R-Ind.) were outspoken in their criticism of this procedure.

Acting Chairman Tobey reiterated that the letters would be put into the record when the proponents of the bill present their case, and said the clear-channel advocates would be given an opportunity for rebuttal if arguments were developed which merited it—which he doubted.

Sen. Johnson stressed repeatedly—over the protests of clear-channel spokesmen—that his bill would deprive clear-channel stations of nothing that they now enjoy. At one point he said it was designed to maintain the *status quo*. He pointedly insisted that FM would solve many of the coverage problems encountered by AM.

He said, too, near the end of the week's hearings, that his bill's arbitrary engineering formula for maximum protection against interference might be improved "by other language which would allow for some discretion by the FCC and would avoid the 'latitude effect' which is a relatively new engineering discovery."

Cropping up intermittently throughout the hearing was the question, often raised by the same Committee during hearings of the White Bill (S-1333) last June, of an approach to common-carrier or public-utility status for broadcasting. Sen. E. W. McFarland (D-Ariz.) suggested at the outset that it might be well to consider, in studying the bill, whether communications should be treated as "transportation."

The Committee's attitude toward the measure appeared to be divided largely along party lines. Sens. Johnson and McFarland were most outspoken in challenging clear-channel witnesses, while Sen. Capehart — and Sen. Brewster, when he was present—tended more often to side with the clears. At one point Sen. Johnson walked out in a huff over a procedural point while Sen. Capehart was presiding.

Sen. Wallace H. White Jr. (R-Me.), Senate majority leader, chairman of the Committee and author of the White Bill, was on hand for many of the sessions, but turned direction of the hearing over to Sen. Tobey. Ill since the first of the year, the veteran Maine legislator was under doctor's orders to limit his participation to about an hour at a time.

Though the hearing technically was before the full Committee, relatively few members participated actively. Often only two or three were on hand. Most consistent participants were Sens. White, Tobey, and Capehart, Republicans, and Johnson and McFarland, Democrats. Others who took less regular

(*Continued on page 74*)

Top photo: Harry M. Plotkin (r) assistant general counsel of FCC, Louis G. Caldwell, Washington radio attorney and counsel for Clear Channel Broadcasting Service.

Center photo: Victor A. Sholis (r) director of CCBS and of WHAS Louisville; Col. J. H. DeWitt Jr., president of WSM Nashville.

Bottom photo: Representatives of KSL Salt Lake City, independently owned non-member of CCBS Ralph W. Hardy, executive assistant in charge of public affairs; Glen A. Wilkinson, Washington counsel; C. Richard Evans, assist. mgr.

TOBEY ANSWER TO CCBS CHARGES

FOLLOWING is text of the statement by Sen. Tobey at Wednesday's hearings on the Johnson Bill (S-2231) in answer to charges contained in a supplementary statement filed by Louis Caldwell, CCBS counsel.

On Monday April 5, Mr. Louis Caldwell, representing the Clear Channel Broadcasting Service, testified on this bill. He submitted a lengthy general statement, from which he testified. He also submitted a supplementary statement in which he scolded members of this committee and its staff for operating in a manner he does not approve. There resulted some question as to whether this supplementary statement had been offered for the record; Mr. Caldwell asserted that he had testified from it. The committee, in executive session, voted unanimously that Mr. Caldwell's statement be included in the record. It is so ordered and the supplementary statement is a part of the record. In taking this action, the committee also directed me to make a statement with respect to this type of testimony.

First, with respect to Mr. Caldwell's charges, or perhaps as Senator McFarland has characterized them, insinuations.

As acting chairman of this committee, I wrote a letter to every radio station licensee in the United States informing them that hearings would begin on this bill on a specific date, telling them that specific reports had been made to members of this committee, and advising them to inform the committee

(*Continued on page 74*)

DENNIS DAY (l), star of NBC "A Day in the Life of Dennis Day," in the New York office of Ted Bates Inc., discusses his boadcast which opened the 1948 campaign of the American Cancer Society in Washington, D. C., with agency vice presidents D. Robert Parman (center) and Thomas F. Harrington.

BENEDICT GIMBEL Jr. (l), president of WIP Philadelphia, discusses the press-radio situation of France with Mlle. Eve Curie, who came to the Quaker City recently as part of a program arranged by the American Cancer Society. She appeared on several WIP broadcasts.

FIRST TELENEWS Productions releas which started daily service March 2 over Don Lee TV station W6XAO, is in spected by Betty Rhodes and Harry L Lubcke, of Don Lee.

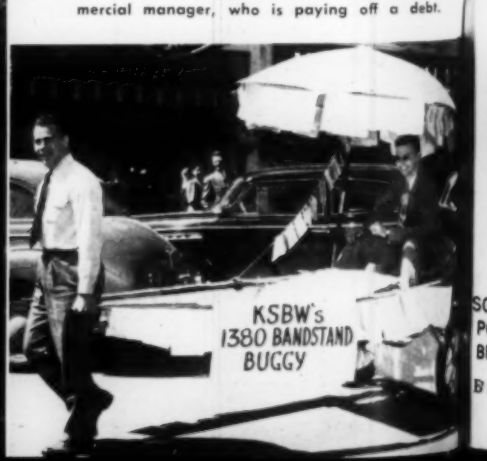
GRADUATES of Washington's Nationa Academy of Broadcasting at a banque for area alumni are: (l to r) Earle Ha baugh, WARL; Pauline Schaub, WRC; Jo Quigley, WOOK; Fred Drake, WBUZ; Roberta Rule, WMAL; Julian Colquitt, WOL.

FLORAL SALUTE is given to Jim Backus (r), MBS star, as he arrives is New York. Extending greetings is Gifford Hart, vice president of Pharmaco Inc., sponsor. Others (l to r) are: William Tuttle, Ruthrauff Ryan; Del Dunning, R. & R.; Sidney P. Allen, MBS, and Claude Hanford, Pharcaco.

SCALE MODEL railroad enthusiasts get together over their hobby in Hollywood. Standing (l to r): Lew Lane, CBS sound effects; Frank Barton, NBC Western Division announcer; Bill Gay, Foote, Cone Belding producer; Evelyn Blanchard and Darryl Minkler, Radio Recorders, (seated), Hal Sawyer, announcer.

ALL-STAR team in anybody's league gathered in Detroit to pay tribute to G. A. (Dick) Richards, President of WJR (also WGAR Cleveland and KMPC Los Angeles) on his 59th birthday. "Coach" Richards (standing, far right) pioneered big-league football. Lined up: (on the line) Ernie McCoy, Michigan coach; Ty Cobb; Frank Leahy, and Fr. John Cavanaugh, Notre Dame; John Hannah, Michigan State; Gov. Sigler of Michigan; George Halas, Chicago Bears; (backfield) Lowell Thomas; Capt. Eddie Rickenbacker; Sid Luckman, Chicago Bears; Bo McMillan, Detroit Lions.

"JOCKEY" in the driver's seat is Don Wells, program rector and also disc jockey of KSBW Salinas, Calif. being pulled down the main street by Jim Tressel, mercial manager, who is paying off a debt.



STUMP TIME

99% Will Allow, But Few Stations to Solicit

BROADCASTERS almost without exception (99%) plan to sell time for political broadcasts during the campaign period between the national party conventions and election day, but less than a third of them (31%) will solicit such broadcasts. No deviation from regular rates is contemplated by 76% of broadcasters who plan to sell political time, while the remaining 24% have indicated they expect to charge special political broadcast rates.

These were among the facts brought out in a study of broadcasters' plans and policies for handling political broadcasts. The study, conducted exclusively for BROADCASTING magazine by Audience Surveys Inc., represented the ninth survey of station manager opinion, thirteenth in the BROADCASTING TRENDS series.

A representative cross-section* of the managers of commercial AM stations was polled by Audience Surveys in March. The managers were asked: (1) Whether they expect to sell time for political broadcasts during this year's campaign period; (2) whether they would actively solicit such business; (3) what rates they expect to charge, and what discounts they will allow; (4) whether they will accept political spot announcements, dramatized political broadcasts, political campaign songs; (5) whether there were any programs which would not be shifted or cancelled to make room for political time; and (6) what position they will take in the face of network political broadcasts.

Results of the portion of the survey covering the first three points follow, with remaining points to be covered in a subsequent issue of BROADCASTING.

Do you plan to sell time for political broadcasts during this year's campaign period?

	% of all respondents
Yes	99%
No	1
	100%

*A sample of U.S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

Almost without exception, broadcasters plan to sell political time during this year's election period. Only 1% of the panel has decided not to.

Asked whether or not they planned aggressive selling of political time, 31% of the broadcasters planning to offer such time for sale said they would solicit political broadcasts, 68% said they would accept them when offered, and 1% said they would discourage them. *(See Chart I.)*

RETURNS from the sample ballot mailing on which the BROADCASTING TRENDS poll on this page were based was more than 86%, according to Audience Surveys Inc. Officials of that research firm say this is one of the highest returns ever received on this type of poll, a mute commentary on the interest station managers feel in the political broadcast question.

Presumably the 68% planning no selling efforts anticipate that the business will come to them without special work and are willing to have it on just those terms.

What base rates do you expect to charge? (See Chart II.)

Slightly more than three-quarters (76%) of the stations plan to sell political time at regular card rates; 24% expect to charge special political broadcast rates. It is important to note, however, that many stations which will use regular card rates pointed up that the rate would be the one-time class A base rate, regardless of time of broadcast. Presumably many who did not add this note may plan to sell their time on this same basis.

If political rates are higher than regular base rates, approximately how much higher will they be? (See Chart III.)

39% of those who plan to charge higher than regular card rates for political broadcasts, will charge between 10-25% more; 22% will charge between 25-50% more; 10% will charge less than 10% more. 6% will add 50-75% to their base rates, 5% between 75-100% more; and 3% will charge more than double regular card rates. 15% were uncertain or failed to answer.

If you plan to sell time for political broadcasts, will you:

Many of the specific problems facing the station which plans to carry political broadcasts were put to the panel.

CHART I

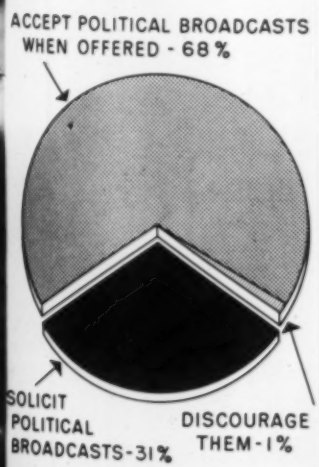
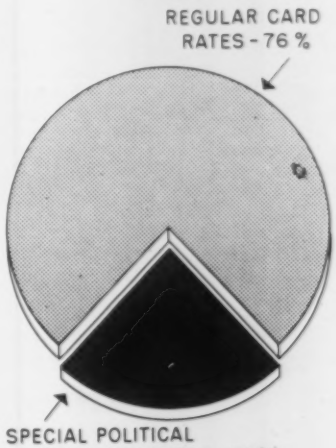


CHART II



Roughly a third (36%) of those who expect to sell political time will allow regular frequency and volume discounts on such business; almost two-thirds (62%) will not allow discounts.

78% of those selling political time will allow agencies commissions on political business; 19% will not. 3% are uncertain or failed to answer.

81% of the stations expect to insist on scripts in advance of broadcast, indicating that broadcasters are uncertain of the validity of the FCC ruling in the WHLS Port Huron case. 12% do not plan to

(Continued on page 86)

PHILADELPHIA PLANS

Made by Networks

NBC, ABC AND MBS last Thursday announced comprehensive plans for radio and television coverage of the two presidential conventions this summer. CBS said it will not disclose its plans until shortly before the Republican Convention June 21. The Democratic conclave will follow on July 13.

Detailed coverage, including direct pick-ups from the floor, interviews, commentaries, and behind-the-scene analyses, is being worked out by the networks. ABC, NBC and MBS all have announced that top commentators will originate regularly scheduled broadcasts from the convention city, and that leading newsmen from affiliated stations also will be on hand to relay by direct line service the actions of their respective state delegations.

Headquarters of the news and television departments of NBC and MBS are to be moved to Philadelphia for the sessions, to be located in the Bellevue-Stratford Hotel, the party headquarters for both conventions. ABC is planning to build a radio booth overlooking the auditorium in convention hall, where ABC Commentator Elmer Davis will be stationed.

MBS, which expects to have 45 staffers in Philadelphia to cover the convention, has named Jack Paige, director of special events, and A. A. Schechter, vice president, as coordinators of the entire coverage. Milton Burgh, director of news, will supervise activities in New York. Leslie Nichols, Mutual's United Nations newsman, is to cover assignments in both Philadelphia and New York. *Mutual Newsreel*, major MBS' news series, will originate in the convention city, with its producer, Art Feldman, and his staff stationed there.

News releases are to go out from MBS, the network said, within five minutes after reaching New York headquarters, although the programming method was not announced.

Highlights of each day's activities are to be televised and transcribed by ABC and NBC, and flown to video stations not yet on the East Coast television network. Thomas Velotta, ABC vice president in charge of news and special events, will direct all ABC operations, with Paul Mowrey, national director of television, coordinating the video coverage, and George Milne, engineering director, supervising engineering operations. In addition to regular ABC commentators on the scene, Thomas L. Stokes, Scripps-Howard columnist, and Ernest K. Lindley, *Newsweek* political observer, will participate in discussions, forums, and interviews.

NBC said that more than 200 news and video staffers will form its convention task force, with Francis C. McCall, NBC news and special events manager of operations, assigned to supervise the "super news desk" activities. Radio and video booths also will be set up in convention hall.

Control of all NBC foreign pick-ups will be switched from New York to Philadelphia for the airing of important news from abroad. NBC's foreign staff members also have been asked to cover reaction to the selection of candidates by the two parties.

CBS TV AFFILIATES

Nine More Sign

CBS last week signed nine television stations, all now under construction, as affiliates in its television network, bringing the total CBS video outlets to 12, the most of any network.

The nine are situated as far apart as Stockton, Calif., and Binghamton, N. Y. Since several are in cities which will still be beyond the reach of coaxial cable or radio relay by the end of 1948, live network programming to several will be initially impossible.

Although CBS would not announce what techniques it would use to supply these stations with programs it was believed that either films or road shows or both would be engaged.

The stations joining the CBS television network last were:

WFBM-TV Indianapolis, channel 6, 28.2 kw visual power, 18.1 kw aural power, owned by WFBM Inc., Harry M. Bitner Jr., general manager.

WHIO-TV Dayton, channel 13, 24 kw visual, 25.2 aural, owned by Miami Valley Broadcasting Corp., James M. Cox Jr., president.

WKRC-TV Cincinnati, channel 11, 23 kw visual, 12 kw aural, owned by Cincinnati Times-Star Co., Hulbert Taft, chief executive.

WBT-TV Charlotte, channel 3, 15.2 kw visual, 8 kw aural, owned by Jefferson Standard Broadcasting Co., Joseph Bryan, president.

WHAS-TV Louisville channel 9, 9.6 kw visual, 7.2 aural, owned by WHAS Inc., Victor Sholis, operating head.

WBNS-TV Columbus, O., channel 10, 16 kw visual, 8 kw aural, owned by RadiOhio Inc., Richard S. Wolfe, operating head.

KRLD-TV Dallas, channel 4, 46 kw visual and undetermined power aural, owned by KRLD Radio Corp., Tom C. Gooch, John Runyon and Clyde Rembert, operating executives.

WNBF-TV Binghamton, N. Y., channel 12, 12 kw visual, 8.5 kw aural owned by Clark Assocs. Inc., John C. Clark Sr., and Cecil D. Mastin, operating heads.

KGDM - TV Stockton, Calif., channel 8, 1.93 kw visual, 1.8 kw aural, owned by E. F. Peffer. CBS announced that the Stockton station would be "a part of the Columbia California regional television network."

See TELESTATUS Report, page 8, on television affiliation situation among the four networks.

The signing of the nine video affiliates came within 10 days of a CBS television clinic to which CBS affiliates were invited in New York [BROADCASTING, April 5]. The network's plans and proposals for network television operation were explained to the stations at the meeting.

LUNCHEON discussion is held by prominent radio figures during first CBS television network clinic March 31 at New York's Waldorf Astoria. At the table (l to r) are Hugh Terry, general manager of KLZ Denver; Edward R. Murrow, CBS news analyst; Frank Stanton, network president; Paul Porter, Washington, D. C., attorney, and Adrian Murphy, network vice president and general executive.

In commenting on the affiliation of the nine stations, Herbert V. Akerberg, CBS vice president in charge of station relations, said that they were "in the vanguard of local broadcasters who, with each passing day, realize the time for planning and action in television is now."

Mr. Akerberg commented that the nine were "not willing to drowse while waiting for the physical element of network hookups to be delivered to their doors—all done up in pretty pink ribbons."

As for interconnection among the stations, Mr. Akerberg observed that the nine new affiliates "realize that the means by which television programs are brought to their local stations is not the paramount issue at the moment . . . they know their audiences will be well served and that linkage between various geographic points is going to be fast—even as it is inevitable."

All nine TV permittees have AM affiliations with CBS. The other video outlets already with CBS are its own WCBS-TV, WCAU-TV Philadelphia and WMAR-TV Baltimore.

STAFF APPOINTMENTS FOR WENR - TV MADE

MAJOR appointments to the staff of WENR-TV, which is to be ABC's Chicago television outlet, were announced April 5 by E. R. Borroff, vice president in charge of network's Central Division.

Effective immediately, Harold Stokes, program manager of the division's AM and FM operations, assumes duties as program manager of overall operation (TV-AM-FM). E. C. Horstman, director of engineering for AM and FM becomes director of engineering for all three operations.

Fred Kilian, AM and FM production manager, has been named director of television programming, and Bill Wilson Jr., WENR local salesman and ABC spot salesman, director of special events for TV operations. The Kilian and Wilson appointments are effective May 1. Gerald Vernon, Central Division account executive, has been named coordinator of television sales effective June 1.

WENR-TV, assigned channel 7 (174-180 mc), is expected to begin test patterns Aug. 1 and regular operation Sept. 1.

Pacific Hooperating

C. E. HOOPER Inc., New York disclosed last week it will send advances on Pacific Hooperatings to subscribers each month several days prior to the publication of the Pacific program Hooperating pocketpiece.

TV FORMULA

CBS Breaks Down Operation Costs

COST OF BUILDING and operating the four principal types of television stations are set forth in minute detail in a CBS analysis which provides a ready-made formula for prospective video station licensees.

The engineering data on television, painstakingly prepared for CBS affiliates originally, was made public by the network April 2 in New York City. The 47-page bound booklet was developed by the CBS general engineering department.

Capital costs (including complete installation) for the four types of TV stations are estimated in a summary divided into two categorical ranges, irreducible minimum and probable cost.

They are: Type "A" $60,000, irreducible minimum and $100,000 or more probable cost; "B" $90,000-$130,000 or more; "C" $200,000-$280,000 or more; "D" $275,000-$450,000 or more.

A breakdown of populations in 16 U.S. cities including New York, Newark, Chicago, Los Angeles, Philadelphia, Detroit, St. Louis, Baltimore, Cleveland, Washington, Cincinnati, Milwaukee, Schenectady-Albany-Troy and Richmond shows a combined population of 34,888,155 and an aggregate total of 252,900 video sets.

Equipped, available but unequipped, and future extensions of Bell System television network routes are superimposed on a map of the United States occupying another page of the book.

The analysis includes both capital costs (installed, ready for operation) and estimated operating costs.

Breakdown of Costs

Operating costs, representing average station conditions, include such items as salaries for the entire staff, technical and general maintenance of transmitter, studio and remote facilities, rent, telephone and telegraph, travel and entertainment, overtime, office supplies, membership in Television Broadcasters Assn., trucking, insurance, etc.

The summary of television stations annual operating costs show that a Type A station operating 28 hours a week on the network will have an irreducible minimum cost of $12,000 and a probable cost of $20,000 or more. The Type B station with 28 hours a week, 50% on the network has an irreducible cost of $25,000 and a probable cost of $40,000 or more. If it operates 2[illegible] hours a week a hundred percent local, it will have an irreducible minimum of $30,000 and a probable cost of $50,000 or more. The Type C station operating 28 hours a week, 50% network, will have an irreducible cost of $100,000 and a probable cost of $150,000 or more while if the same station operates 100% local the irreducible cost is $180,000 and the probable cost $250,000 or more. The Type D station operating 28 hours a week, 50% network, will have an irreducible cost of $200,000 and a probable cost of $300,000 or more while if it operates 100% local the irreducible cost is $350,000 and the probable cost is $450,000 or more. None of these costs include program costs and depreciation. These program costs will increase the total cost by a substantial amount.

Complete tables on costs for four types of station start on page 71

Average equipment costs are based on quotations recently received from three television equipment manufacturing companies.

(*Continued on page 71*)

LSMF/TV

Luckies Plan to Increase Television Schedule

ANTICIPATED FIREWORKS at the American Tobacco Co. stockholders meeting in Flemington, N. J., April 7 failed to materialize, but the session did provide an illumination of the company's radio and television plans for the coming season.

Vincent Riggio, president, and one of the principals in the recent policy controversy [BROADCASTING, March 29] told BROADCASTING that he anticipated no change in the radio programming for Lucky Strikes notwithstanding the transfer of that account to its new agency, BBDO. "We have contracts on both shows (*Jack Benny* and *Hit Parade*) and intend keeping them," he said.

Expressing satisfaction also with Pall Mall's program structure, Paul Hahn, president of American Cigar & Cigarette Co. (Pall Mall) and vice president of American Tobacco Co., informed BROADCASTING that he considered *The Big Story* a "very satisfactory program, and very economical."

He did, however, reveal that the American Tobacco Co. was contemplating additions to its present television schedule. Starting in the fall Lucky Strike will sponsor football telecasts on the East Coast, Chicago and Los Angeles. Continuation of the current *Tonight on Broadway* will be contingent on the success of the three programs already contracted for. "The series is experimental," he explained, "and its future will be decided after the three are completed."

Existing television commitments of the company include a one-minute spot announcement campaign and a 13 week series entitled *Barney Blake* on the NBC television network.

Mr. Riggio, in formally advising the stockholders of the change in advertising agencies, described BBDO, recipient of the near $10,000,000 Lucky Strike portion of the account, as "one of the three leading agencies in the country, and . . . especially well qualified to handle our product."

Of Sullivan, Stauffer, Colwell & Bayles, new agency for the Pall Mall portion of the business, Mr. Riggio said that organization "was making a very creditable name for itself in the advertising field."

Wednesday's session marked the first time a president of the American Tobacco Co. has attended a meeting. All the present directors of the company were re-elected.

The proposal requested by the New York Stock Exchange and recommended by the management to give the company's Common "B" stockholders the same voting rights as common stockholders was approved by more than the two-thirds vote necessary to effect the change.

The meeting named Douglas W. Brashear, a vice president of American Suppliers Inc., a subsidiary of American Tobacco, as a member of the board of directors, succeeding G. W. Hill Jr., whose resignation preceded by six days the relinquishing of the account by Foote, Cone & Belding.

Several stockholders asked for the management's side of the dispute with George Washington Hill Jr., but were told by Mr. Hahn that he declined to discuss the issue publicly but "would be glad to talk the matter over with any stockholder privately."

Television stories, on other pages, in this issue:

Telestatus Report (Network Affiliations)	8
Meteoric Rise of TV Acclaimed at AAAA Convention	21
Nine More Video Stations Become CBS Affiliates	26
CBS Formula for Prospective TV Station Licensees	26
Staff Appointments for WENR-TV Chicago Made	26
Ayer Holds Television Symposium	28
Petrillo, Networks to Discuss TV-Musician Rate Scale	29
Withycomb to Explore TV for Meredith Publishing	29
Symphony on TV—Camera Must Move With Music	35
'Chicago Tribune' Launches WGN-TV	35
FM Inventor Armstrong Asks Experimental TV Permit	36
Allied Stores Plan Aural Radio-TV Clinic	60
Western Union Granted Relays	87
Six TV Applications Dismissed	87
KTLA Adds Six Sponsors	71
Nine New Applications for Television Stations	88
Fairbanks Taking Over 'NBC Television Newsreel'	93
WBKB Uses Power Crane as Temporary TV Antenna	96
Video Research Underway at GE Electronics Lab	96
WPIX (TV) Announces Its First Rate Card	99
Construction Started for KSFO Video Facilities	102

For television personnel changes, programs, etc., see various notes departments in this issue.

IS YOUR CANDIDATE TELEGENIC?

New Hurdle Arises

By EDWIN H. JAMES

THE PERHAPS incautious decisions of the Democratic and Republican parties to expose their antics to the heartless television camera during conventions and campaigns this year impose new hazards for the Presidential candidates. Last week BROADCASTING asked television experts what they thought of the telegenic quality of the men who so far have announced their bids for White House residency.

It is no secret that after radio came upon the scene many politicians whose voices were tuned to the acoustics of the outdoor rally or the convention hall had to hire voice coaches to teach them the niceties of microphone techniques.

This year's crop of candidates, who may expect to be laid bare by television's merciless eye, may need to engage, as well, the professional assistance of dramatic teachers, cosmeticians, wig makers and clever haberdashers. In at least one of these departments the incumbent seems to have an edge.

The television camera, in the words of one of its manipulators, is an "uncompromising reporter." It accentuates with the fine touch of a subtle caricaturist. Jowls droop and wrinkles deepen. Let an otherwise happy visaged subject appear before the camera without a very recent shave, and he will come off the receiving tube with a smear of beard that marks him as at best unkempt and at worst ominous. Any candidate who does not desire to look like an *habitue* of a Little Cicero poolroom will have to scurry to his video appointments fresh from his barber's chair.

But prettiness alone will not arouse the clamor of the multitude. "There is," said one video authority, "an intangible something which some people give off. It's the thing that makes one person come off the screen or across the footlights while somebody else, no matter how beautiful, doesn't get across at all."

Whatever you call this quality, it is the one thing which all great public personalities seem to have had. It will be as useful in television as it has been in aural radio, newsreels or political rallies. It is impossible to determine whether this quality is present in a man until he has been tested, and television, as it will unquestionably be used during the coming campaign, will provide as severe test as the most courageous candidate would seek.

One television expert pointed out that, in technique, a video appearance was most like a performance in a newsreel. "But," he said, "no-

(*Continued on page 38*)

Mr. STASSEN Sen. VANDENBERG Pres. TRUMAN Gen. MacARTHUR Sen. TAFT Gov. DEWEY

790 KC DISPUTE

KTHT, FCC Oppose KECA Court Plea

OPPOSITION was filed last Wednesday by both FCC and KTHT Houston, Tex., in the U. S. Court of Appeals for D. C. to a petition filed earlier in that court by KECA Los Angeles seeking a stay order against the Commission's grant of improved facilities to KTHT. KECA's notice of appeal in the matter was filed with the court Jan. 29.

Both the Commission and KTHT described as unfounded the allegations by KECA that it had been deprived of due legal process and opportunity to be heard through FCC's actions, as well as economically jeopardized. KTHT further requested opportunity for oral argument on KECA's stay order petition and asked that the Los Angeles ABC-owned outlet post $250,000 bond in the event the stay is approved.

KECA's recourse to Federal court appeal results from multiple denial by FCC of requests for relief. KTHT, a Mutual outlet owned 75% by Roy Hofheinz and 25% by W. N. Hooper, on June 12, 1947 was granted change of assignment from 250 w on 1230 kc to 5 kw day, 1 kw night directionalized, on 790 kc. The next month the Houston station filed for modification of its permit seeking 5 kw fulltime on 790 kc, the same channel on which KECA operates fulltime with 5 kw. The modification was approved in August.

KECA's Petition

KECA the next month petitioned for review and reconsideration of this approval but FCC denied the request Jan. 8 [BROADCASTING, Jan. 12]. Thereupon ABC filed its court appeal and on Feb. 3 sought interim relief from the FCC grant to KTHT until completion of litigation. During February KTHT filed for license on 790 kc and requested, and was granted, authority to commence operation on its new assignment. At the same time KNUZ Houston, new station owned by Veterans Broadcasting Co., took the air on the old KTHT facility. FCC in mid-March denied KECA's interim relief petition and on April 1 its present petition to the Court of Appeals for the stay order was filed.

In its petition to the court KECA alleged FCC acted without notice or affording opportunity to be heard and that the KTHT operation "is causing real, substantial and destructive interference." Some 23% of its service area and 153,644 of its listeners were claimed by KECA to be lost through the increase in nighttime limitation of interference from KTHT.

This loss, ABC stated, "will make its station less attractive to advertisers. It is axiomatic in radio broadcasting that, other factors being equal, reduction in service area and loss of listeners are followed by loss of revenue."

KTHT's opposition, in addition to claiming failure by KECA to cite specific loss of revenue or economic damage, informed the court that on April 2 its representative approached the Los Angeles outlet regarding rates and found no change. KTHT stated KECA "has made no modification of its coverage area in its representations to the public based upon its allegations of a 'reduction in service area and loss of listeners' caused by the operation of KTHT." The Houston station further reported KECA's rates have been the same for the past six months and no reductions are anticipated.

To KECA's claim of listener and service area losses, KTHT presented its own engineering report claiming only 77,410 persons live in the alleged interference area and these are not all radio set owners let alone 100% KECA listeners. KTHT cited only 2.6% of KECA's listeners are in the interference area. Service by six other stations to the area in question also was noted.

KTHT in addition stated that the notice of the requested change not only was given in FCC's public notices but that an engineering representative of KECA actually inspected the pending application and accompanying technical details, according to the Commission's reference room records.

To set aside the FCC action at this time would cause "substantial and irreparable financial injury to advertisers, performers and contractors, as well as to intervenor," KTHT informed the court in its opposition.

FCC's opposition noted that the KTHT nighttime limit to KECA was increased from 1.93 to 2.46 mv/m and that under its rules the Class III station is entitled to protection only to its 2.5 mv/m contour. FCC further said the alleged economic jeopardy to KECA "is in most general terms, and it obviously cannot be construed as a specific allegation injury to KECA, whether by reason of the necessity for the reduction of rates, or by reason of actual or threatened cancellation of contracts, or any other reason."

MEADE REJOINS Y&R, MANAGES RADIO DEPT.

EVERARD MEADE, formerly assistant to the president of American Tobacco Co., has been appointed a vice president and manager of the radio department of Young & Rubicam, New York, effective immediately. Sylvester L. (Pat) Weaver is vice president and director of the radio department. Mr. Meade is rejoining the agency, having served with Y & R from 1935 to 1938 in New York and Hollywood.

FUTURE video plans are discussed by Gannett radio board, composed of managers of six stations owned by Gannett Newspapers, during tri-annual meeting in Hartford, Conn., April 1 and 2. Seated (l to r) are C. Glover DeLaney, WTHT Hartford; Dale L. Taylor, WENY Elmira, N. Y., board chairman; Powell Ensign, J. P. McKinney & Son, Gannett stations' national representatives. Standing (l to r): Russell B. Wilde, WABY Albany, N. Y.; John R. Henzel, WHDL Olean, N. Y.; Robert L. Burow, WDAN Danville, Ill.; Gunnar O. Wiig, WHEC Rochester, N. Y., and Max Everett, J. P. McKinney & Son.

SALE GRANTS

KOOL Transfer to Autry Authorized by FCC

EIGHT STATION transfers, including the sale of KOOL Phoenix, Ariz. to movie and radio star, Gene Autry, were approved by FCC last week.

The commission granted transfer of 100% control of KOOL, 5 kw 960 kc outlet, to Mr. Autry from a group headed by Carl Dexter Haymond for a consideration of $250,000 and a condition that Mr. Autry dispose of his interest in KPHO Phoenix within 90 days. Mr. Autry holds option to purchase share of KOWL Santa Monica, Calif. KOOL is licensed to Maricopa Broadcasters Inc.

Transfer of complete control of New Rochelle Broadcasting Service Inc., permittee of WGNR New Rochelle, N. Y., from Edward Sanford and Lawrence Goldring to Julian H. Gins for $6,000 was approved. Mr. Gins is part-owner of Julienne Sportswear, New York.

Consent to acquisition of control of WTTH, WTTH-FM Port Huron, Mich., was granted The Times Herald Co. to Louis A. Weil, Jr., by purchase of 3,074 shares holdings from William W. Ottaway and family for a consideration of $245,920. Mr. Weil holds 22% of The Times Herald Co.

Transfer of 5% stock interest in KVET Austin, Tex., was authorized with Merrill L. Connally relinquishing portion to John B. Connally, station president and general manager.

Assignment of permit was granted in WNLK Norwalk, Conn., case whereby Samuel R. Sailick, partner, relinquishes his holdings to station licensee, Norwalk Broadcasting Co.

Assignment of license of KFXM and KFXM-FM San Bernardino from a partnership to a corporation was granted. Same principals involved.

Assignment of license of KRLN Canon City, Colo., was authorized with Melvin B. Williams, station engineer, relinquishing his 40% interest for $12,000 to newly-formed corporation, Royal Gorge Broadcasters Inc.

KVAL Brownsville, Tex., is acquired by T. Frank Smith, president of the station, in a deal involving $30,000 for a 40% interest.

Symposium on TV Held by N. W. Ayer

FIRST TELEVISION symposium held for its own personnel was conducted April 5 by N. W. Ayer & Son Inc. in its Philadelphia office with 75 executives of the agency from New York, Detroit, Chicago, Boston and Philadelphia in attendance.

Meeting started by a presentation by WCAU-TV of a closed circuit demonstration and later the Ayer executives visited the WCAU-TV transmitter and studios.

Films were shown of Ayer TV commercials and surveys of various research organizations in the television field were discussed. Among speakers were: Harry A. Batten president; Hay MacClinton, vice president in charge of radio; Tom McDermott, New York manager; James Hanna, assistant to Mr. MacClinton; Joseph Stauffer, in charge of radio programming and production; Phil Young, in charge of radio copy, and Don McClure in charge of television production.

WHUM to Join CBS

WHUM Reading, Pa., 250 w unlimited time on 1240 kc, is to join the CBS network as a basic supplementary station Sept. 1. Robert Magee is general manager.

Withycomb Probes TV for Meredith

Publishing Firm Interested In National Line-up

THE APPOINTMENT of Donald Withycomb, television consultant and veteran radio executive to explore television possibilities for the Meredith Publishing Co. was confirmed Thursday by Edwin T. Meredith Jr., vice president and treasurer, at the Des Moines headquarters.

Mr. Withycomb

Meredith Publishing Co., which publishes *Better Homes & Gardens* and *Successful Farming* has an "acute interest in television," Mr. Meredith said. The firm is half owner, along with Tri-States Theatre Corp. of the Tri-States Meredith Broadcasting Co. which has an application before the FCC for purchase of KSO Des Moines, CBS affiliate on 1460 kc with 5 kw fulltime for approximately $450,000 from Kingsley H. Murphy, sole owner. KSO-FM was included in the transaction [BROADCASTING, Feb. 9].

Mr. Meredith said that Mr. Withycomb has been looking into television for them for nearly a month. Mr. Withycomb's title with the company has not been announced pending further developments in a proposed plan to enter television on what is reported to be a national scale. Firm is particularly interested in the farm market field.

Mr. Withycomb, former station relations director of NBC, recently concluded two years of service as coordinator of radio for television activities of the Baltimore Sunspapers. For the present he will maintain headquarters in New York and direct planning and preparation of applications for projected Meredith television stations.

Locations at which Meredith Co. proposes to establish television stations have not yet been determined. The company, however, has already earmarked funds for technical and economic explorations in connection with the project. there has been no opposition to this proposal.

LIABILITY TEMPEST

WHLS Argument May 7

FCC last week ordered oral argument May 7 on its now-famed proposed decision in the WHLS Port Huron, Mich. case, in which the Commission undertook to define stations' responsibility under the law on political broadcasts [BROADCASTING, Feb. 2].

The action was taken Thursday on petition of NAB and former Georgia Gov. E. D. Rivers' WGOV Valdosta [BROADCASTING, Feb. 23]. Both were granted leave to file briefs and present oral argument, and similar permission was extended to KIDO Boise, Ida., which had asked to take part in any such proceedings.

FCC ruled that oral argument will be concerned with "the matters set out in the proposed decision . . . and the matters set out in [the NAB and WGOV] petitions." Both NAB and WGOV contended any interpretation of the political law (Sec. 315, Communications Act) should be handled by a general proceeding and should therefore be taken out of the WHLS decision.

The oral argument will determine whether this separation of the two questions — WHLS' renewal, as distinct from the interpretation of the political law—is to be made. Presumably the question of renewal for WHLS is no longer at issue, since the proposed decision anticipated a grant and

If FCC decides to omit its interpretation of Sec. 315 from the WHLS decision, authorities said the commission might then follow one of three courses: (1) call an industry-wide hearing to study the question, as it has done with the review of the Mayflower decision banning station editorializing; (2) abandon any efforts to make an interpretation, at least for the present, or (3) formulate some interpretation as a result of the May 7 oral argument, but make it separate from the decision on WHLS' renewal.

In view of the backlog of work already demanding FCC attention, it was felt the Commission would he hard pushed to hold a separate, general hearing and reach a decision in time to guide broadcasters during this year's national election campaigns.

4 to 2 Vote

The proposed decision, adopted on a 4-to-2 vote, proposed renewal for WHLS but held that (1) broadcasters may not censor political broadcasts for libel, slander or any other reason; (2) because of this prohibition against censorship, they will not be held liable in event of damage suits arising out of such broadcasts; (3) having once committed itself to carry political broadcasts in a given campaign, a station is guilty of censorship if it rejects one because of libelous remarks contained in it (or for any other reason).

Comr. Robert F. Jones, dissenting, rejected the majority's interpretations as "dicta" which FCC had no right to issue and which Congress itself had refused to enact. He voted to renew the WHLS license by simple order. Comr. Rosel H. Hyde also voted to renew, but felt Congress or the courts, not FCC, should decide whether stations will be held responsible for libelous political broadcasts. Comr. E. M. Webster did not participate in the decision.

Fulton Is Elected President of GAB

Radio Institute Is Addressed By NAB President Miller

GEORGIA Assn. of Broadcasters, climaxing the third annual Radio Institute at the U. of Georgia in Athens, last Wednesday elected John Fulton, general manager of WGST Atlanta, as president of the Association for the coming year.

Other officers elected by the group were: Dean Covington, president of WROM Rome, vice president; and Tom Carr of WIBB Macon, secretary-treasurer. Named as directors were Lewis Doster of WGAU Athens and Allen M. Woodall of WDAK Columbus.

Justin Miller, NAB president, told the Institute that in spite of occasional conflict between educators and broadcasters in the past, "the present and future of educator-broadcaster cooperation are bright."

Judge Miller cited the industry's new developments and rapid growth and declared that the personnel opportunities "are rapidly increasing," adding that the extent of the opportunities are not yet fully realized.

Harold Fair, director of NAB's Program Dept., told the group that "the most important of all things in broadcasting is the audience." Knowledge of the audience, said Mr. Fair, is a prerequisite to good programming.

Other speakers at the two-day affair included J. Leonard Reinsch, managing director, Cox Stations; Paul Porter, former FCC chairman; Roy Harlow, BMI; Macon Reed, MBS; Lee Hart, NAB and Charles Coleman, Avery-Knodel.

AFM, TV

Petrillo, Network Heads to Confer

JAMES C. PETRILLO, AFM chieftain, left Chicago for New York Thursday armed with full approval of his executive board to negotiate any rate scale he deems suitable for employment of live musicians on television. The board met in Chicago but did not decide upon a specific rate schedule.

Negotiations with the network heads are expected to be resumed in New York this week.

It was understood that in addition to minimum rates for use of musicians on television, Mr. Petrillo eventually would seek a separate rate scale for AFM members whose services are required on television film as distinguished from those in the motion picture field. That phase reportedly was a prime subject of consideration at the executive board meeting.

Meanwhile rumors have persisted in Chicago for the past two weeks that AFM has agreed to lift its record ban but is withholding announcement until record and transcription firms have depleted their backlogs. Mr. Petrillo is reported to have confided that likelihood to one of his friends before leaving for the East.

Estimates as to when peace on the recording front may be expected range anywhere from June to September, depending on the size of respective backlogs. Companies currently are releasing their pre-ban recordings.

Just what such an agreement might entail is not clear. AFM sources have declined comment. Record firms contacted by BROADCASTING—Mercury and Decca—indicate there is no foundation for the rumors, pointing out that AFM would be disinclined to enter into any such agreement unless the copyright law were amended or that portion of the Taft-Hartley Act dealing with royalties rescinded.

With respect to the union's transcription and recording fund, Mr. Petrillo announced that AFM's program of free music, financed by that fund, will be continued another year. In 1947, according to its figures, AFM spent $1,444,700 to provide musical programs for civic purposes and veterans hospitals.

FCC GETS $6,310,000 FOR '49 FISCAL YEAR

BOTH HOUSES of Congress gave swift approval to the report of their conference committee last Thursday and granted FCC an appropriation of $6,310,000 for the 1949 fiscal year.

The amount represents a halfway compromise between the $6,260,000 suggested by the House and the $6,360,000 voted by the Senate [BROADCASTING, Feb. 9 and March 8].

FCC had originally requested $6,485,000. Sen. Joseph C. O'Mahoney attempted to have the full amount restored during previous debate on the floor of the Senate [BROADCASTING, March 22], but his attempt was defeated.

ANA SPRING MEET

NAB Code Report On Agenda

OFFICIALS of leading national advertisers and research organizations will headline the agenda of the 39th annual spring meeting of the Assn. of National Advertisers which opens today (April 12) at the Drake Hotel, Chicago. Principal points to be covered during three-day sessions will include new techniques in advertising and marketing at both national and local levels, and media rate and circulation trends.

Dr. George H. Gallup, president, Audience Research Inc., will deliver a major talk during the Monday afternoon clinic which will deal primarily with radio and magazines. He will take part in a panel discussion on "Improving Your Advertising Campaign at the National Level." B. R. Donaldson, advertising director, Ford Motor Co., also will participate.

In a Tuesday morning session William N. Connolly, advertising manager, S. C. Johnson & Son Inc., Racine, Wis., will speak on "How We Merchandise Radio to Salesmen and Dealers." His talk is expected to include concrete examples with respect to the firm's network program *Fibber McGee & Molly*.

Mr. Connolly

At the Radio Council period scheduled for Tuesday afternoon [BROADCASTING, March 29] Harold Fair, director of NAB program department, will present a status report on the NAB Code. Mr. Fair is expected to outline revisions in the Standards of Practice as proposed by the NAB Board.

C. E. Hooper and A. C. Nielsen ★ will address members on "New Developments on Program Rating Research," as promulgated by their respective organizations. While the Chicago offices of both firms could not supply advance details, it is possible that measurement of FM and television audiences would be touched upon during the discussion. The Nielsen firm has been working on plans which would enable it, by means of the latest electronic discoveries from its laboratory, to ascertain similar ratings for both FM and TV, and also to reduce the time element between release dates of its current "Top 20" ratings.

FCC MARCH REPORT

FCC MONTHLY report for March shows that as of March 31 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total authorized	1,976	1,020	94
On the air	1,713	452[1]	22
Licensed	1,637	118	7
Construction permits	341	755	86
Conditional grants		147	
Total applications pending	1,486	497	219
Requests to change existing facilities	304	3	---
Deletion of permits in March	3	2	---
Deletion of licenses	---	---	---
Deletion of conditional grants	---	1	---

[1] Includes 22 conditional grants and 312 construction permits.

BUTLER'S WILL

Bulk of Properties Tied Up 10 Years

ALL THOUGHTS of sale of WLS Chicago to ABC, Marshall Field or any other interests went aglimmering last week with disclosure of the terms of the will of the late Burridge D. Butler, principal owner. The will establishes a Butler Memorial Trust tying up the properties for 10 years.

Aside from annuities left to Mrs. Butler and other kin, the will stipulated that the bulk of Mr. Butler's radio and publications properties be placed in trust and used for charitable purposes. The controlling Butler holdings in KTUC Tucson go into the Burridge D. Butler Memorial Trust of Chicago, along with the principal and earnings of WLS and the *Prairie Farmer*, while Mr. Butler's controlling stock in KOY Phoenix is left in a separate Burridge D. Butler Trust of Arizona.

WLS, bought by Mr. Butler in 1926, has become one of the nation's premier stations under his ownership and the vice presidency and general management of Glenn Snyder. Negotiations for acquisition of the half-time, clear-channel station and the *Prairie Farmer* have been undertaken by would-be purchasers several times in the past, with offers approximating $4,000,000 for the two properties.

Staffs Unchanged

It was presumed that the executive staffs of all of the Butler stations would remain intact and under present management.

Trustees of the Butler Memorial Trust of Chicago, restricted from selling the properties for 10 years, were designated in the will as follows: Gus A. Holt, vice president of WLS and vice president and circulation manager of the *Prairie Farmer;* Thomas E. Murphy, vice president of both companies and also general counsel; J. E. Edwards, secretary of the companies and advertising manager of *Prairie Farmer;* Fred W. Orlemann, *Prairie Farmer* treasurer and business manager; George R. Cook, WLS treasurer; Arthur C. Page, WLS farm program director and *Prairie Farmer* associate editor.

Income from the Butler Trust of Chicago is to be turned over to the Chicago Community Trust for distribution in charitable activities. At least 20% of the amount is to go to orphanages outside Chicago.

KOY Stipulations

The Memorial Trust of Arizona, consisting of Mr. Butler's stock in KOY, is to be used for charitable purposes in Arizona, but the will provides that the men designated as trustees may buy the stock over a period of years. The trustees are Albert Johnson, KOY general manager; John Hogg, commercial manager; Jack Williams, program director, and George R. Cook, WLS treasurer.

Mr. Butler's interest in the *Arizona Farmer* was left to Ernie Douglas, editor, and Clarence Powell, general manager. Stock in the Baby Chick Co. of Chicago, which publishes the trade paper *Poultry Supply Dealer*, was left to Roy Lynnes, long identified with the Butler organizations.

Mr. Butler died March 30 at his winter home in Phoenix after a brief illness [BROADCASTING, April 5]. The terms of his will were announced last Wednesday by General Counsel Murphy.

NARBA Conference Delay Is Foreseen

Foggy Allocation Picture Here Believed a Consideration

STATE Dept. has officially agreed to a postponement of the NARBA conference, currently scheduled for May, it was learned last week.

Although official notices probably won't go out for several weeks, the State Dept. agreed to the delay after conferences with FCC and members of Congress who urged the action in view of the uncertain allocation picture within this country at the present time.

One phase of the problem, disposition of clear channels, is now under the scrutiny of the Senate Interstate Commerce Committee which is holding hearings on the Johnson Bill (S-2231). (See story page 23.) The committee has previously requested that the FCC withhold its clear channel decision until the legislators have completed their study.

Although any of the participating nations could conceivably object to the delay, a State Dept. spokesman said he did not foresee any complaints.

Drawn for BROADCASTING by Sid Hix

"—and this, Ted, is your summer replacement!"

FC&B Will Handle Goldwyn Account

About 25% of $1 Million Yearly Budget Is Used in Radio

SAMUEL GOLDWYN Productions, Hollywood, has appointed Foote, Cone & Belding, New York, to handle its approximately $1,000,000 yearly advertising campaign.

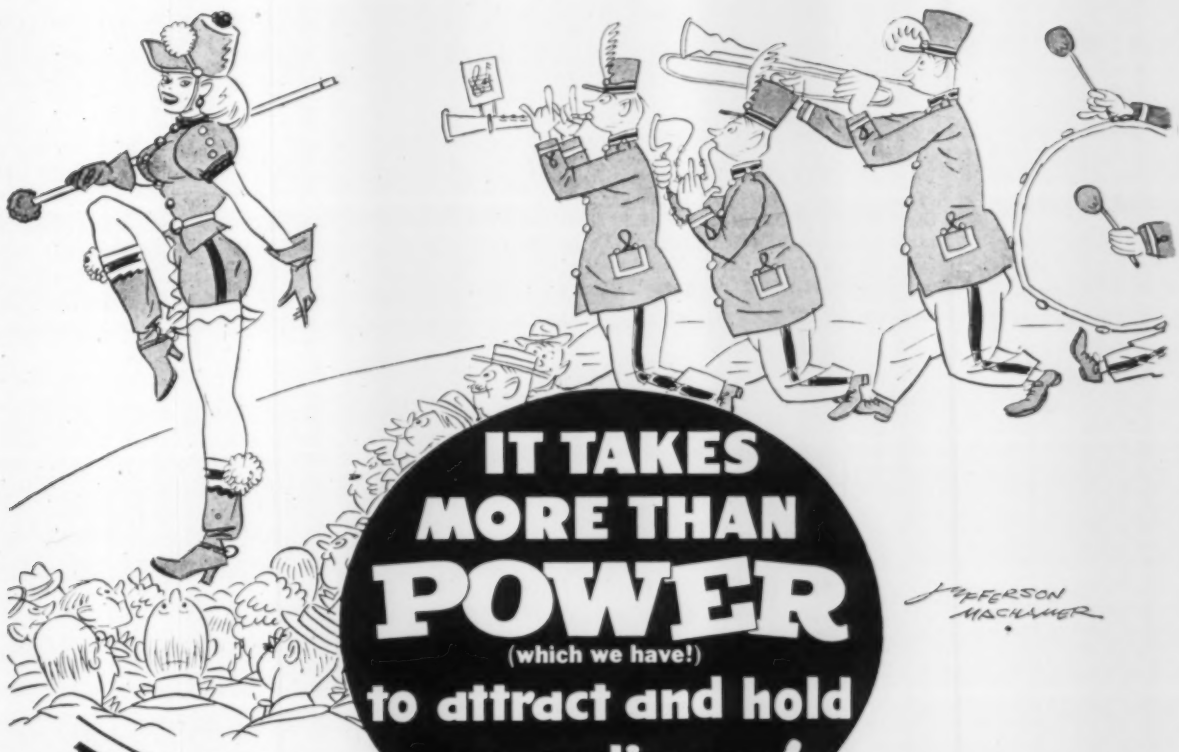
The agency will handle the advertising on the forthcoming release of "A Song Is Born" and a number of other productions including the re-release of "The Best Years of Our Lives" at popular prices.

Approximately 25% of the yearly budget is used in radio.

The movie production firm account was handled most recently by Donahue & Coe, New York, and before that by FC&B.

With the return of this million-dollar account, plus appointment to handle the Glass Containers Manufacturers Institute account, Foote, Cone & Belding has added two and a half million dollars to its annual billing since it dropped the $12,000,000 American Tobacco Co. account.

ONE out of every five persons interviewed in a week-long poll taken among studio audiences of ABC's "Welcome Travelers" expects to buy a TV set in the near future. Of 856 ballots, slightly more than 50% said they had seen a telecast.

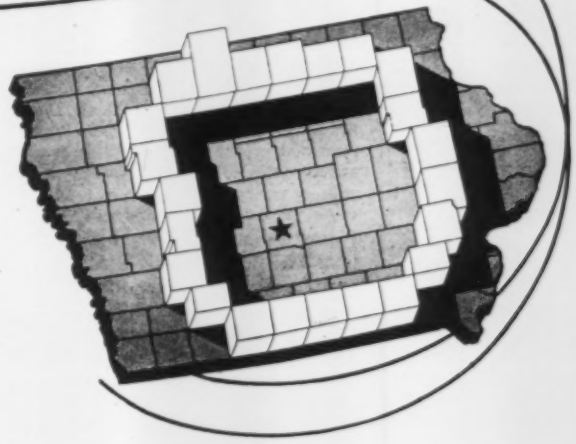


IT TAKES MORE THAN POWER

(which we have!)

to attract and hold an audience!

TAKE THESE 23 IOWA COUNTIES, FOR INSTANCE



ON the street, in theatres, in movies *or radio*, people flock to the best.

Consider the 23 Iowa counties featured at the right. The average distance between them and WHO's transmitter near Des Moines is about 60 miles—and dozens of stations both inside and outside Iowa penetrate each of those 23 counties. *Yet the 1947 Iowa Radio Audience Survey shows that in those counties, from 5:00 a.m. to 6:00 p.m., WHO gets an average of 51.9% of all radio listening!*

There is only one answer to such listener-preference. That answer is *Top-Notch Programming—Outstanding Public Service.* Write for Survey and see for yourself.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

SECURITY STUDY

Ordered by Defense Dept.

DRASTIC REVISION of our national espionage act may result from the spring housecleaning which commenced last week by the nation's military establishment to effectuate recommendations for the proper protection of military secrets offered by a committee of radio and press media experts.

A study has been launched by the Dept. of National Defense to formulate a code on military information which would define the degree of secrecy which should be maintained without endangering national security, yet avoiding distasteful censorship policies.

The action, ordered by Secretary of Defense James V. Forrestal, was inspired by a resolution drafted by an information media committee assembled recently by Mr. Forrestal to study and make recommendations on the problem [BROADCASTING, April 5].

Representatives of radio, press and motion picture interests, passing on their findings to Secretary Forrestal, recognized the existence of a national security problem in the protection of necessary military secrecy in the fields of scientific research and development of new weapons. They recommended creation of a Security Advisory Council, composed of nine radio, press and motion picture representatives to counsel the defense chief in matters relating to dissemination of information to the public.

Outright rejection of voluntary peacetime censorship, as contained in the original Forrestal Plan, on the grounds that it was an impractical and undesirable method of guarding military secrets, was also clearly spelled out in the recommendations.

Secretary Forrestal has received acknowledgments from all the radio, press and motion picture groups which he asked to make appointments to the Security Advisory Council, according to his aide, Capt. Robert Berry.

Groups Represented

Indicating they would make appointments to the nine-man council were the NAB, National Assn. of Magazine Publishers, American Society of Newspaper Editors, American Book Publishers Council Inc., Motion Picture Assn., American Newspaper Publishers Assn., National Council of Business Paper Editors. In addition, one representative of the three press associations and one for the networks will be appointed, Capt. Berry said.

All ramifications of the security subject will be explored and appropriate recommendations will be made to Secretary Forrestal, it was explained by Lt. Col. Andrew Ten Eyck, executive secretary of the security study committee appointed by the defense leader.

Specifically, overall questions which will be examined in preparing a strict policy to plug leaks of secret information will be: (1) How to obtain observance of reasonable security in the media field; (2) How to maintain security within the military establishment.

Draft Security Code

The security code is being formulated by a committee headed by Stephen F. Leo, director of Air Force public relations; Maj. Gen. Floyd L. Parks, chief of Army public information, and Capt. Ernest M. Eller, Navy public information chief. Also delegated duties will be Intelligence and Research and Development Board representatives.

In addition to seeking means of keeping security wraps on certain information the committee will attempt to declassify material no longer of a secret character. It will also seek to establish some means of synchronizing release of news from the various services.

The study may take "two, three or even five months," Capt. Berry said.

Under the new policy military secrets which are expected to be placed under close guard deal with atomic weapons, supersonic jet and rocket planes, guided missiles, rockets, poison, new forms of warfare, war strategy plans, naval and air bases, Arctic defenses, new submarine engines, equipment and weapons, and counter-submarine tactics and weapons.

SOCIAL PLANS

Party at Kent's Home Heads NAB Slate

OPENING social gun of the NAB convention in Los Angeles will be a cocktail party and buffet supper Sunday, May 16, at the home of Atwater Kent, according to William J. Beaton, president of the Southern California Broadcasters Assn. and general manager of KWKW Pasadena.

Buses will be provided to carry delegates and their wives to and from the affair. Plans are underway to originate one of the major network programs from Mr. Kent's home during the party.

Following the party some 800 of the expected 2,000 will attend the Icecapades at the Pan Pacific Auditorium.

Monday will be devoted to convention business, with the evening open for network and other parties. During the day delegates' wives will be shown around Hollywood on conducted tours, and will be provided tickets to various network programs.

All-Star Show

The NAB banquet Tuesday, May 18, at the Biltmore Hotel will feature an all-star show staged through cooperative efforts of the four networks, BMI and SCBA. Robert V. Brown, program director of NBC Western Division, is chairman of the entertainment committee for this program. Assisting him are Hal Hudson, CBS; Charles Bulotti Jr., MBS-Don Lee; J. Donald Wilson, ABC.

Annual BROADCASTING Magazine golf tournament will be staged Wednesday, May 19. Following that a mammoth barbecue is planned to conclude the social doings.

NAB delegates who extend their stay in Southern California will be able to make arrangements for tours and broadcast tickets through SCBA.

SCBA will publish a souvenir booklet for distribution to delegates, according to Mr. Beaton.

★

Booklet will describe the history and growth of radio on West Coast. It will also contain tips as to places of interest, restaurants, theatres, sports events and recreational facilities.

Wives of delegates will find special attention given to them in the booklet, according to Thel Ball Mack, SCBA secretary and chairman of the women's activities committee. Other members of that committee are: Helen Murray Hall, sales promotion manager of NBC Western Network; Nancy Holmes, CBS Hollywood public service director; Norma Young, Don Lee home economist; Martha Gaston, KFOX Long Beach account executive and 16th district chairman of the Assn. of Women Broadcasters.

ELECTION of officers of the Radio Pioneers Club was held April 1 at dinner meeting in New York's Waldorf-Astoria Hotel. At speakers' table (l to r) are MBS President Edgar Kobak, newly-elected president; AFM President James C. Petrillo; Brig. Gen. David Sarnoff, RCA president and board chairman; ABC President Mark Woods, retiring president; NBC Commentator H. V. Kaltenborn, founder of the group.

(See Pioneer Club election story, page 92)

WILKINSON CONCLUDES ASSIGNMENT AT FCC

VERNON L. WILKINSON ended his tenure as FCC assistant general counsel in charge of broadcasting last Friday, leaving to enter private practice with "the appreciation of the Commission for the fine service which you have rendered."

Mr. Wilkinson's resignation, effective Friday, was revealed a week earlier. He joined Andrew G Haley and James A. McKenna Jr. in a Washington radio law partnership to be known as Haley, McKenna & Wilkinson. [BROADCASTING, April 5]. His successor at the Commission has not been designated.

His letter of resignation, and its acceptance by Chairman Wayne Coy on behalf of the Commission, were made public last week. Mr. Coy wrote on April 5:

Dear Verne:

I had the opportunity this afternoon to bring your resignation of March 29 to the attention of the members of the Commission. By unanimous action of the Commission, I am directed by them to express to you the regrets of the Commission upon your resignation and to express to you the appreciation of the Commission for the fine service which you have rendered as an employe of the Commission for the past three years.

You have the very best wishes of the entire Commission for success in your new association.

With kindest personal regards . . .

Mr. Wilkinson's letter of resignation, addressed to Chairman Coy and dated March 29, is as follows:

Dear Wayne:

During my three years as assistant general counsel in charge of broadcasting the number of standard (AM) broadcast stations licensed or authorized has increased from 950 to 2,000, the number of FM stations from 55 to 1,000 and the number of television stations from 9 to 90. I have thus been privileged to serve the Commission during a period of unparalleled expansion in the broadcasting industry. Much work remains to be done, work in which I would enjoy participating under your leadership.

However, I feel at the age of 39—after 15 years of government service—that in fairness to my family I can no longer ignore attractive offers which have been tendered me in private business. Accordingly, in order that I may engage in the private practice of law, I am submitting my resignation which I request be made effective at the close of business April 9, 1948.

Very truly yours . . .

A Double-Take

To double your take in St. Louis, better look twice at the St. Louis market story. Because it's a two-sided story—inside and outside.

RETAIL SALES INSIDE METROPOLITAN ST. LOUIS TOTAL NEARLY A BILLION DOLLARS ANNUALLY*.

To get your share, get on KMOX. For KMOX has a greater average audience within the Hooper zone, day and night, 7 days a week, than any other St. Louis station.† Year after year, 50,000-watt KMOX is the first choice in St. Louis!

SEE OTHER SIDE

*$955,837,000 — Sales Management, May 1947
†C. E. Hooper, January 1948

. . . to double your Take

SEE OTHER SIDE
Add almost another billion outside!
TOTAL RETAIL SALES WITHIN THE ENTIRE 78-COUNTY KMOX TERRITORY* WERE CLIMBING CLOSE TO THE TWO BILLION DOLLAR MARK LAST YEAR!†
And the one sure way to reach all Mid-America is KMOX. With the largest audience in more quarter-hours all week long than ALL OTHER ST. LOUIS STATIONS COMBINED,* Columbia's KMOX is "The Voice of Mid-America!"

Represented by Radio Sales . . . Radio Stations Representative . . . CBS

*BMB 50%-100% daytime area
†$1,701,175,000—Sales Management, May 1947

SYMPHONY ON TV

Camera Must Move in Music Tempo

By HAL KEITH
NBC Television Production Staff

IN TACKLING the job of a symphony telecast, the admonition of Shakespeare must be re-worded to read, "The Music's the Thing." The music is the "script" to be followed.

This does not mean that every crashing of the cymbals must, or should, be caught on a close-up, but it does mean that when shots of the orchestra are employed, they should be on the sections playing at the moment. It means also that the lens chosen should reveal only the players involved. Camera movements should be in tempo with the music, i. e., if the score reads "Adagio," the camera panning at that juncture should be slow.

Likewise, switching should be in tempo with the music. For instance, if a different camera-angle is to be coordinated with the shifting of musical attention from one orchestra section to another, the choice between using a dissolve or a fast cut should be governed by the nature of the musical change—specifically, a liquid, song-like mutation indicates the dissolve, whereas a sharp "attack" would seem to call for the cut technique.

Through a double-exposure technique, symphony televiewers were given this view of Toscanini, with orchestra providing the backdrop.

Above all, the video contribution to a symphony pickup should enhance the audience's enjoyment, but it should never become so dominant as to distract.

What about front views of the conductor? In the case of the dynamic and photogenic Arturo Toscanini, the selection of facial expression and communicative hands is always desirable and frequently the best possible choice of shots. But obviously it is not every conductor who can provide the cameras with such absorbing material.

It would be presumptuous and incorrect to claim that the treatment given the two Toscanini televisings pleased everybody, but any success achieved was acquired by attacking the problem as follows:

(1) The director, who is not a musician, had to acquire a "good listener's" familiarity with the music, so that he could become, in effect, an extra member of the orchestra, ready to respond to a down-beat with some pre-established camera manipulation.

(2) To prime him for such a moment, a musical assistant (Margaret Snider) sat alongside with the job of "listening" to the music that would be coming along so that she could prompt: "In 30 seconds the brass choir lasting for 22 seconds, then full orchestra for a minute and 5 seconds." This advance information was essential to allow ample time for relaying information to the technical director and the cameraman. (All of which, in conjunction with NBC's musical-consultant, Samuel Chotzinoff, had been noted and written down on a cue-sheet during rehearsals, and re-checking by listening to Toscanini recordings of the same works).

(3) The selection of camera positions—one on the podium from up-stage, another facing the orchestra directly and the third showing the stage on the diagonal—had to be thought of in the light both of the performance and of the maestro's entrances and exits. Some consideration also had to be given to the physical disposition of those on stage. The presence of a chorus and soloists in the Beethoven Ninth Symphony pickup, for instance, demanded a re-location of the diagonal camera.

Work of Technical Crew

(4) The services of a technical crew, completely familiar with its gear as a result of long experience with all kinds of shows is absolutely essential—especially if the show is to be done without rehearsal, as was the case in the two pick-ups under discussion here. Lack of panic, quick responses, good picture composition—all the ramifications of teamwork—are possible only under such a situation.

(5) Finally, it was borne in mind that any pre-arranged plan of handling the show had to be treated as no more than a guide. It was expected that many things would be done on an impromptu basis—such effects as the superimposition of shots of the entire orchestra or chorus and the maestro—and they were. There were also some serious self-ministrations about keeping calm—but the less said about that the better.

WGN-TV

100,000 Saw Inaugural, 'Tribune' Estimates

A FAST-MOVING variety show, reminiscent of the vaudeville era, ushered in WGN-TV, the *Chicago Tribune's* television station, last Monday night. The *Tribune* estimated that 16,000 telesets were tuned to WGN-TV and that an unseen audience of 100,000 viewed the show.

After 15 minutes of "first nighter" interviews in the lobby of WGN's main studio, the scene shifted to the stage where Illinois' Gov. Dwight H. Green, U. S. Sen. C. Wayland Brooks and Mayor Martin Kennelly of Chicago made brief dedicatory talks.

The show that followed included dancing girls, instrumentalists, singers, comedians, a ventriloquist, roller skaters, a mimic, an animal act, and a puppeteer. It was presented before a gay and responsive studio audience of 453 persons.

During the two-hour premiere, only 40 calls were received from televisers having reception difficulties, the *Tribune* reported. When WGN-TV made a test of the Golden Gloves fights March 6, some 300 complaints were received. The fact that fewer televiewers complained Monday night convinced station officials that Chicagoans have been educated to the need for service checkups before expecting maximum results.

WGN-TV, which operates on Channel 9 (186-192 mc), has an investment of $450,000 in video equipment, including three image orthicon cameras—all of which were used at the premiere—35 mm and 16 mm projectors, and two complete sets of microwave relay equipment. One of the latter was used to relay the inaugural program to the station's transmitter, which has been placed temporarily on the Chicago Daily News Bldg.

The *Tribune's* new Centennial Bldg., adjacent to Tribune Tower, eventually will house WGN-TV but this building is not scheduled for completion until the fall of 1949.

TWO of the cameras used by the "Chicago Tribune" in launching its video outlet, WGN-TV, on April 5 are trained on the stage of WGN studio theatre as the two-hour inaugural telecast is presented. In addition to the two mounted cameras, equipped with telephoto turret lenses, a third camera can be seen on the stage. The telecast was carried to an estimated 16,000 video receivers in the Chicago area, according to WGN spokesmen. Program was relayed to the new television station's main studios in the Chicago Daily News Bldg. by the WGN-TV mobile unit.

GEN. FRANK E. STONER, chief communications engineer for UN, is scheduled as guest lecturer in series on "Mass Media and International Relations" at New School for Social Research, New York, April 14. He will speak on "Radio and International Relations."

N. Y. FM

(*Continued from page 21*)

antenna height 650 feet above average terrain.

ABC (WJZ) New York—95.5 mc (No. 238); 6.5 kw; 760 feet. (President Mark Woods said the FM station, its transmitter equipment already installed and needing only erection of an antenna, would begin operation sometime after April 15 and would duplicate WJZ programs.)

WNJR Newark—102.7 mc (No. 274); 20 kw; 550 feet.

WPAT Paterson, N. J.—103.5 mc (No. 278); 8 kw; 710 feet.

Unity Broadcasting Corp. of N. Y. (subsidiary of International Ladies Garment Workers Union—AFL)—104.3 mc (No. 282); 5 kw; 815 feet.

The new decision eliminated, as grounds for the choices, all of the earlier decision's references to a policy of preferring non-newspaper applicants over those with newspaper affiliations. This policy was one of the main targets in the *News*' successful fight to have the earlier decision set aside.

The ruling that "fairness" is a factor to be considered in judging an applicant's character was laid down in a memorandum opinion and order which brought a biting dissent from Comr. Robert F. Jones and, in answer to Mr. Jones, a separate opinion by Chairman Wayne Coy upholding the majority's conclusions. Comr. Clifford J. Durr dissented from the finding that the AJC evidence was insufficient.

The majority maintained that it is proper for the Commission "to determine on the basis of an applicant's previous activities whether he is likely to be fair in his treatment of racial and religious groups in the community in discharging the duties and responsibilities of a licensee."

The majority next ruled that neither the free-speech amendment to the Constitution nor the no-censorship section of the Communications Act bars such an inquiry in the case of a newspaper applicant.

Comr. Jones argued, however, that "while evidence bearing on the character of an applicant is properly received . . . nevertheless in the case of a newspaper applicant such evidence cannot properly be received for the purpose of determining whether that applicant would or might in the future operate its broadcast facility with the same policies it has employed in running its newspaper."

Comr. Jones accused his colleagues of applying a "double standard" in its treatment of AJC's charges against the *News*, on one hand, and the recent Ohio FM grants to Edward Lamb's Unity Corp. on the other. Mr. Lamb, he said, is author of a book containing a statement which, "standing alone and unexplained . . . could be interpreted that Lamb advocated the overthrow of the government by force and violence."

Mr. Jones maintained that there should have been a further hearing on the Lamb application "to examine his 'acts' and 'conduct' as a citizen in relation to this doctrine expressed in his book." He pointed out that both Mr. Lamb and the *News* presented later writings in explanation of their respective positions, and declared that the two cases "are on all fours." He continued:

If it is possible for the Commission to apply a double standard to different applicants under like facts, I need not labor an argument for the conclusion that licensees would feel compelled to select program content which meets Commission approval to keep their licenses or obtain a renewal thereof in order to meet an easier test of "public interest, convenience or necessity."

Comr. Jones maintained that the AJC evidence "is so lacking in probative value that it should be stricken from the record." The original majority ruling, several months ago, had followed the same reasoning.

Chairman Coy, in his separate opinion, found FCC's disposition of the Lamb applications in no way inconsistent with its findings with respect to AJC evidence against the *News*. He said that in both cases the evidence in question was admitted, in both cases was evaluated, and in both cases was found to provide no basis for adverse findings.

He said FCC's ruling in the *News* case makes clear that "it would not make findings as to character based in a disposition to be unfair except on clear and convincing evidence." The same insistence on clear, convincing evidence, he said, should be applicable where it is claimed that published matter constitutes treason or advocates overthrow of the government.

"No such showing is made in that case," he declared.

Chairman Coy said that if an inquiry into "fairness" should lead prospective applicants to be more fair, "I find nothing in that indirect result of anticipation of an authorized inquiry into qualifications which is destructive of our system of enterprise or suggestive of any assumption of powers by the Commission which the Congress did not confer."

Substitution of WNJR for the Methodist group as one of the grantees followed a decision to assign two of the five frequencies to the New Jersey area. Earlier decisions anticipated only one Jersey grant.

All seven FCC members participated. None of the grantees received a unanimous vote. All but Comr. Paul A. Walker favored WPAT; all but Comr. Rosel H. Hyde, WNJR; all but Comr. Durr, ABC; all but Comr. Jones' Unity; all but Comrs. Jones and George E. Sterling, WMCA. In addition, Comrs. Walker, Durr, and Jones voted for the Methodist group, and Comrs. Hyde, Jones, and Sterling for the *Daily News*. Comrs. Hyde and Walker felt only one channel should be assigned to New Jersey. Comr. Walker favored WNJR and Comr. Hyde voted for WPAT.

Applications denied by the decision:

Daily News, Methodist group, WBNX, WEVD, WLIB, Frequency Broadcasting Corp., Bernard Fein, Peoples Radio Foundation, Metropolitan Broadcasting Service, NMU Broadcasting Co., and Amalgamated Broadcasting System, all of New York, and Radio Projects Inc., Newark.

Meanwhile in a separate ruling the Commission rejected WNJR's plea for reconsideration of a grant of additional time for construction of WAAT-FM Newark.

BLUEPRINTS of the new 50-kw transmitter for KEX Portland, Ore., get the once-over from (l to r) Charles L. Burrow, promotion manager; Eldon Campbell, sales manager; Joseph Schartler, auditor; Tom Ely, chief engineer; C. S. Young, general manager. KEX, 1190 kc, went on the air with the new 50 kw power April 8 (BROADCASTING, April 5).

Increase to 50 kw Celebrated by KEX

Oregon Governor Throws Switch In Power Changeover

KEX Portland, Ore., last Thursday increased its power from 5 to 50 kw. The Westinghouse fulltime outlet on 1190 kc celebrated its increased power with a special program in which Oregon's Governor, John H. Hall, pressed the switch activating the new transmitter.

J. B. Conley, general manager of Westinghouse Radio Stations, and C. S. Young, KEX manager, represented Westinghouse at the ceremonies.

Actual switchover in power came during the 6:30 p.m. program, *This Is Westinghouse*. Hollywood stars, state and city officials as well as WRS executives participated in the broadcast.

The KEX signal is directional, north and south, and can be heard throughout most of Oregon, much of Washington, plus parts of California, Nevada and Canada.

AWB Chapter Meet

WOMEN broadcasters and executives of NAB stations and associate members of advertising agencies attended a special meeting of the San Antonio Chapter, Assn. Women Broadcasters April 5 in San Antonio. Violet Short of KTSA, San Antonio, president of the local group, presided over sessions at which discussion revolved about recommendations to be presented to the AWB for consideration at a reorganization meeting scheduled for April 9 in Washington, D. C.

ARMSTRONG

FM Inventor Requests Television Permit

EDWIN H. ARMSTRONG, inventor of FM, applied to FCC last week for an experimental television station in the "upstairs" band, which he has long contended is the proper place for television.

He asked for authority to use 480-500 mc with 50-kw transmitter power fulltime, "plus as much antenna gain as appears proper for the television system." It was understood he would experiment with both black-and-white and color video.

The frequencies he seeks for the station, which would be located at his laboratories at Alpine, N. J., are at the lower end of the band currently set aside for television experimentation. The band extends upward to about 900 mc.

The demand for commercial television stations within the present lower-band allocations — ranging between 44 and 216 mc—already has stirred both official and unofficial concern for development of the 480-900 mc region.

Prof. Armstrong has argued insistently that television's home is above 400 mc and that FM should be given some of the present video frequencies.

It was the upper band that CBS sought unsuccessfully to have opened for commercial color television about a year ago, and the color question alone poses a primary problem in current discussions of using the band for black-and-white.

From information available now it is generally conceded that color will require 16-mc channels as against the present 6-mc monochrome channels, and that the only way to utilize the upper frequencies for black-and-white without foreclosing color is to spot 6-mc channels in the middle of 16-mc channels. Authorities also note that the number of high-band channels which could be used in any one location will be further reduced by the greater acuteness of adjacent-channel interference in those frequencies.

It is felt by authorities that much experimentation at both ends of the upper band will be necessary on grounds that findings at one end won't necessarily be indicative of operating conditions at the other.

"HOPALONG CASSIDY"

starring WILLIAM BOYD

Commodore Productions has wrapped up the sweetest deal ever hatched to boost the "HOPALONG CASSIDY" radio series.

IN THE 10,000 THEATRES WHERE HOPALONG'S PICTURES ARE SHOWN, AN ACTION-PACKED TRAILER WILL BE RUN INFORMING THE AUDIENCE OF THE NEW RADIO SERIES, 52-30 MIN. EPISODES, TRANSCRIBED ESPECIALLY FOR LOCAL SPONSORSHIP.

Would YOU like the series that is a fabulous success in motion pictures, and already has an immense audience **BUILT** and **WAITING** for its radio debut?

Would YOU like the series that sixty million people have continuously supported in sixty-six pictures during the past thirteen years? And has its own fast-selling comic book on the news stands, offering excellent tie-ins?

Would YOU like to sponsor **"THE BEST IN WESTERN ENTERTAINMENT"?** That is what the series is termed by the theatre exhibitors, the men who have been "selling" it to movie audiences.

Would YOU LIKE TO SPONSOR THE PROGRAM WHICH IS DESTINED TO BE THE MOST COMMERCIAL SERIES IN RADIO? . . . yet at prices no higher than the average transcribed program?

THEN BUY "HOPALONG CASSIDY"!

No options being given . . . so **HURRY!** Audition records and rates for your market available on request. ($3.00 deposit for audition, refunded upon return of disc.)

1350 N. HIGHLAND AVE., HOLLYWOOD 28, CALIF., HOllywood 8229

Commodore Productions and Artists, Inc.

Candidates

(Continued from page 27)

body's on the screen in a newsreel for more than two or three minutes. A man will have to be good to stand up in a television broadcast for a quarter of an hour or more."

One candidate who has been exposed to prolonged television is President Truman, but most of his appearances have been blessed with dramatic backgrounds like joint sessions of Congress to bolster his performance. Mr. Truman is said to have survived the test period. Although he could hardly be regarded seriously as a candidate for an Academy Award, he does, according to the experts, manage to convey sincerity and determination, two qualities invaluable to any candidate. "He sticks that chin of his out," one authority observed, "and you find yourself thinking: 'this guy means what he says.' "

The substance of comment on Mr. Truman as a television hopeful: "Pretty good."

Taft Shaky on TV

Among the Republican candidates, Senator Taft is regarded as perhaps the shakiest performer on television. Sen. Taft's video appearances have been, according to the experts, unemotional to the point of tedium. Unhappily, his readings, sometimes bumbling, do not always permit his integrity, which even his political opponents do not minimize, to shine through. Sen. Taft may have trouble with television.

New York's Governor Dewey, who once was described by an irreverent wit as looking like the man on a wedding cake, is, according to some experts, cast even more firmly in that role by television. The Dewey moustache is not a telegenic asset. His readings, however, have been more skillful than Sen. Taft's, and his voice, originally trained in a Michigan choir, is better.

Harold E. Stassen is characterized as a vigorous and honest performer, but, some say, his youthfulness is accentuated by television. As one authority put it, "Stassen looks like a vice presidential candidate." A television viewer would be impresed by Mr. Stassen's sincerity and intelligence but might think, "He looks too young to be President," as one video expert said.

General MacArthur has yet to appear on a large television program, but some estimation of his competence in that medium may be made on the basis of his appearances in films. The general, a man of towering dignity, who has a formidable physique, despite his advance in years, is burdened with one vulnerability—sparse hair.

The general, a man of not inconsiderable vanity, lets his remaining locks grow long and carefully combs them across the barren regions of his classic pate. It is an attempt at camouflage which, it must be presumed, is not regarded as wholly successful even by the general, who has been at pains to wear his hat for most pictures. "If that gold headpiece ever blew off during a television show," said one expert, "he'd be dead." The MacArthur voice and bearing, however, are perhaps so commanding that television viewers would not be inordinately distracted by his curious tonsure.

Vandenberg's Rating

Senator Vandenberg, who although not an avowed candidate, is a television subject of "terrific dignity," in the words of one observer. "You know, he looks like what you think the President of the United States ought to look like." Sen. Vandenberg rates among the better political performers on video.

Gen. Dwight D. Eisenhower, an undeclared candidate, probably would place among the top in the television sweepstakes. "He has an interesting, mobile face," one expert put it. The Eisenhower grin is as infectious on video as it is in person or in films.

Henry A. Wallace, Third Party candidate, has "a good face for television," one authority said. He also manages to extrude a feeling of serious sincerity in his video performances. His voice is good.

All candidates who fail to recall, when performing for video, that it is a specialized art are likely to look at least slightly foolish. The flamboyant gesture, the declamatory voice may be suitable for the convention hall, but, as seen close-up on a television tube, they look plain silly.

"You can't get by," said one authority, "by haranguing on television. Your audience is three people in a living room."

B&W Names Bates To Handle Account

THE $1,000,000 Brown & Williamson Tobacco Corp. (Kool and Life cigarettes) account which was resigned a week ago by BBDO, New York, has been given to Ted Bates Inc., New York, T. V. Hartnett, president of B & W, announced last week. BBDO had resigned the account when it acquired the $10,000,000 American Tobacco Corp. (Lucky Strike cigarettes) account [BROADCASTING, April 5].

The new appointment includes the advertising campaign of the firm's newest cigarette called Life. In the beginning, at least, distribution and advertising will be confined to the greater New York area, Mr. Hartnett said. Spot announcements will be used.

INTERVIEWS with players preceding actual game broadcasts are being conducted by KLAC Hollywood in format known as "Dugout Dope," featuring chats with members of the Hollywood Stars as well as their opponents.

FIRST 15 PACIFIC HOOPERATINGS—March Report

Program and No. of Checking Points	Sponsors & Agency	Hooperating	YEAR AGO Hooperating	+ or —	Pos.
Jack Benny* 6	American Tobacco (FC&B)	38.2	37.5	+0.7	1
Bob Hope 6	Pepsodent Div. Lever Bros. (FC&B)	34.5	36.1	—1.6	2
McGee & Molly 6	S. C. Johnson & Son (NL&B)	30.8	26.5	+4.3	5
Red Skelton 6	B & W Tobacco (Seeds)	30.5	32.7	—2.2	3
Fred Allen 6	Ford Dealers (JWT)	27.5	22.4	+5.1	7
W. Winchell (2 mos.)* 6	Andrew Jergens (Orr)	26.4	25.1	+1.3	6
Truth or Consequence 6	Procter & Gamble (Compton)	25.5	21.1	+4.4	8
Charlie McCarthy 6	Standard Brands (JWT)	24.7	28.3	—3.6	4
Amos 'n' Andy 6	Lever Bros. (R & R)	24.1	16.8	+7.3	18
Screen Guild 6	R. J. Reynolds Tobacco (Esty)	22.7	15.6	+7.1	20
Bandwagon 6	F. W. Fitch (Ramsey)	22.0	18.3	+3.7	12
Radio Theatre 6	Lever Bros. (JWT)	21.5	20.2	+1.3	9
Life of Riley 6	Procter & Gamble (B & B)	19.8	17.9	+1.9	13
Horace Heidt 6	Philip Morris (Biow)	19.5	—	—	—
Take It-Leave It 6	Eversharp (Biow)	19.4	14.9	+4.5	24

* Includes first and second broadcasts.

Note: Inadvertently BROADCASTING for April 5, listing the top 15 Evening Network Programs in Hooperatings, as of March 30, described them as Pacific Ratings. They were, in fact, nationwide Hooperatings.

DEFENSE

Communications Post Mentioned For Robert Bartley

COMMUNICATIONS' role as the backbone in the rapidly-expanding national defense program was given further emphasis last week in pronouncements by Russell J. Hopley, new director of the National Defense Dept.'s Office of Civil Defense Planning [BROADCASTING, March 29]. Leighton H. Peebles, new communications consultant of the National Security Resources Board, holds like sentiments, intimates disclose.

The NSRB communications division will take shape quickly, authoritative sources advise, once the agency is moved to adequate quarters in the old State Dept. Bldg. adjacent to the White House. It is believed that this move will be completed by June 1.

Robert T. Bartley, former NAB official, is under consideration to serve as radio consultant in the communications division.

It is understood that only tentative plans are available on the vital role radio will play in national defense planning. Progress is expected, however, once military planning is made available and absorbed by NSRB. Industry committees then will be called in to advise the communications division on its plans. Mr. Peebles will work through the NAB and representatives of manufacturers and independent stations, it is believed.

Although Mr. Peebles is not now scheduled to appear at meetings of any radio groups, he will be a speaker before the U. S. Independent Telephone Assn., which is concerned with radio activities, today (April 12) in Chicago.

Two studies will be undertaken by NSRB as the result of a meeting held April 5 by Chairman Arthur M. Hill with 25 electrical utilities leaders and government representatives. The studies will deal with the capacity and requirements of power systems and the status of the production of heavy power equipment.

Power will play an important part in all conferences on radio and it is felt that stress will be laid on the necessity of maintaining auxiliary power plants independent of utility power.

Civil defense planning might prove an ally of universal daylight savings time advocates. Conservation of power through this means was given heavy discussion attention, it is understood, during Mr. Hill's meeting with utilities leaders.

Both industry and government representatives pledged to Mr. Hill their support in supplying specialized technical personnel required for these studies. These studies will be coordinated by Edward Falck, chief consultant on power and utilities of the board, and Paul B. Valle, board power and utilities consultant.

Congress, too, was considering civilian defense. Sen. Richard Russell (D-Ga.) last week sought to incorporate a "draft-industry" provision in preparedness measures. Senator Russell indicated he would take his amendment to the Senate floor if the Senate Armed Forces Committee failed to act.

Universal to Make Records for Army

UNIVERSAL Recorders has been granted $150,000 contract by Army Recreation Service section of Special Services to cover production of approximately 20 double-face records monthly for inclusion in monthly V discs units.

Contract is for year started April 1, 1948. The discs are distributed to recreation halls and enlisted men's clubs overseas. They consist of 30 tunes monthly, ranging from classical selections to popular tunes.

Each 12-inch vinylite record is personalized by an introductory statement addressed to the troops by the artist. NBC Recording Division had been handling the work in New York until Universal Recorders was given the new contract. William Voeller, UR vice president, will arrive in Washington this week to arrange details.

INTERIOR OF RAYON PLANT IN VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES W. SMITH

VIRGINIA-MADE SYNTHETICS....

Throughout the Commonwealth of Virginia are huge plants devoted to the complex mechanism of producing the chief members of the synthetics family---rayon, nylon, tire cord fabrics,---as well as the weaving, dyeing, printing, and converting of the finished fabrics. To say nothing of our most important hosiery production. Glamour-hungry women throughout the world wrap themselves in these miracle materials. In synthetics Virginia has added another story to its ever-growing industrial skyscraper. And we are happy in the thought that this tremendous industrial empire is well served by - WRVA - Virginia's only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY . . . STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA

WRVA

REPRINTS OF THIS INDUSTRIAL SERIES ARE AVAILABLE ON REQUEST.

Here's the pitch. According to Hooper Surveys, Conlan Surveys, or any other known statistics, WOWO is way out front in listenership in its rich tri-state market. In terms of coverage costs, for a typical one-minute morning spot, WOWO advertisers can offer their messages to a 59-county area at the rate of *1,000 listeners for less than the price of a 3-cent stamp!*

Speaking of homes, WOWO reaches 53.3% (Conlan Survey) of metropolitan Fort Wayne homes each morning. Project this fascinating picture throughout the WOWO area, and you have one of the Midwest's greatest audiences. It's yours to reach, economically and effectively, through Indiana's most powerful station. Ask NBC Spot Sales for convincing details!

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO
National Representatives, NBC Spot Sales Except for KEX
For KEX, Free & Peters

WOWO

THE ABC AFFILIATE IN FORT WAYNE

..SALUTES
KEX
PORTLAND'S
50,000 WATT STATION

N. Y. TV REPORT

City Pledges Support

By IRVING MARDER

NEW YORK'S burgeoning television industry got the glad hand from the municipal government last week in a report to Mayor William O'Dwyer by the city's commerce commissioner, Edward C. Maguire.

"If this city is to maintain its place in the field of television broadcasting and is to become the capital of televised entertainment, it will be necessary that the municipal government make every reasonable effort to ease the way of the industry. The Dept. of Commerce has undertaken to do this . . . ," the report said in part.

Representatives of New York's three operating video stations—WNBT WCBS-TV WABD—and of WPIX, the *Daily News* station scheduled to begin operations June 15, already have had three meetings with the Mayor's representative, Seymour N. Siegel, director of WNYC, the city station. The station representatives, according to Mr. Siegel, are assisting in the development of a "Motion Picture Production and Television Code of the City of New York," which when voted into law by City Council is expected further to expedite and encourage television and cinema production in the New York metropolitan area.

"Television is a fast-moving and progressive field," the report continued. "In many respects, its problems with reference to the securing of permits parallel those in the motion picture production field . . . It is now possible for motion picture production companies to file an application in the morning and to have permits cleared . . . the same day.

"The same procedures were adopted for them (television stations) and their applications for permits are now handled by the same method used to process applications in the motion picture production field."

New York City's Commerce Dept., since Jan. 1, 1948, has received and processed applications for permits covering 96 television and motion picture locations and shots; most of these have been for video broadcasts, the report added.

Before the expedited processing went into effect, ". . . The very youthful television industry, with its broadening range of activities, was rapidly approaching the same state of mind as that of the motion picture industry, believing that official red tape and bureaucratic congestion formed an almost insurmountable obstacle to its development here. There is no question, now, but that television executives realize that the City is genuinely interested in the welfare of their industry and is endeavoring to facilitate its growth and expansion," the Commerce Commissioner's report declared.

Meanwhile, the following industry leaders have been appointed as a permanent advisory committee on radio and television for New York's Commerce Dept.; Niles Trammell, NBC president; Frank Stanton, CBS president; Theodore C. Streibert, WOR president; Lawrence Phillips, DuMont Television Network director; J. F. Poppele, Television Broadcasters Assn. president; and Ira M. Herbert, WNEW commercial manager.

The report also announced the appointment of Gen. David Sarnoff, RCA president and board chairman, as one of a group of 15 New York business leaders serving as a "Business Executive Advisory Committee." James E. Sauter, head of Air Features Inc., was named a Deputy Commissioner of Commerce, an advisory post.

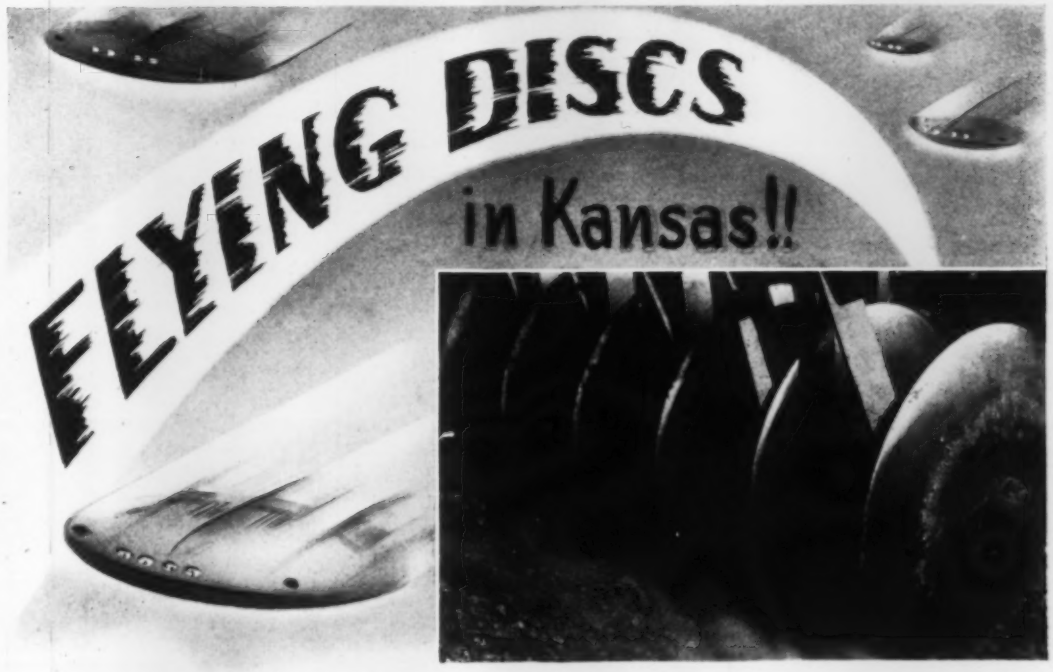
On-The-Screen Talk

PRESIDENT TRUMAN'S remarks to the Women's National Press Club April 3 in Washington may have been off-the-record but they were certainly on - the - screen. Crossed-wire planning caught telecasters off guard when Miss Ruth Cowan, club president, announced the talk would be off-the-record. Telecasters were so surprised the brief talk was finished and telecast before they could decide what action to take. The speech was televised over WMAL-TV, WNBW, WTTG and CBS and NBC video networks, with WNBW feeding others in a pool arrangement.

New TV Lens Is Available To MBS, Don Lee Outlets

NEW LENS developed by Joseph B. Walker in cooperation with Don Lee Broadcasting System is being made available to video affiliates of MBS and DLBS, according to William H. Brown, Don Lee vice president.

Representing nine months of cooperative effort, lens is small, compact and reportedly possessed of excellent light gathering properties. One lens now in use zooms from 2½ inches to 6 inches at aperture of 3.5 and another from 8 to 15 inches at f 4.5. Former lens is seven inches long by four inches major diameter, the barrel being in the cross-section of an ellipse.



Once again, discs are flying across those fertile Kansas acres now already greening with the first shoots of wheat. Soon these disked fields will be planted in dozens of diversified cash crops. And, as in previous years, much of Kansas farm income will be spent for "necessities" which millions of city cousins would class as luxuries.

These—the First Families of Agriculture—make up WIBW's vast audience. They *prefer* WIBW's dawn-to-midnight programming because it suits their interest, convenience and necessity.

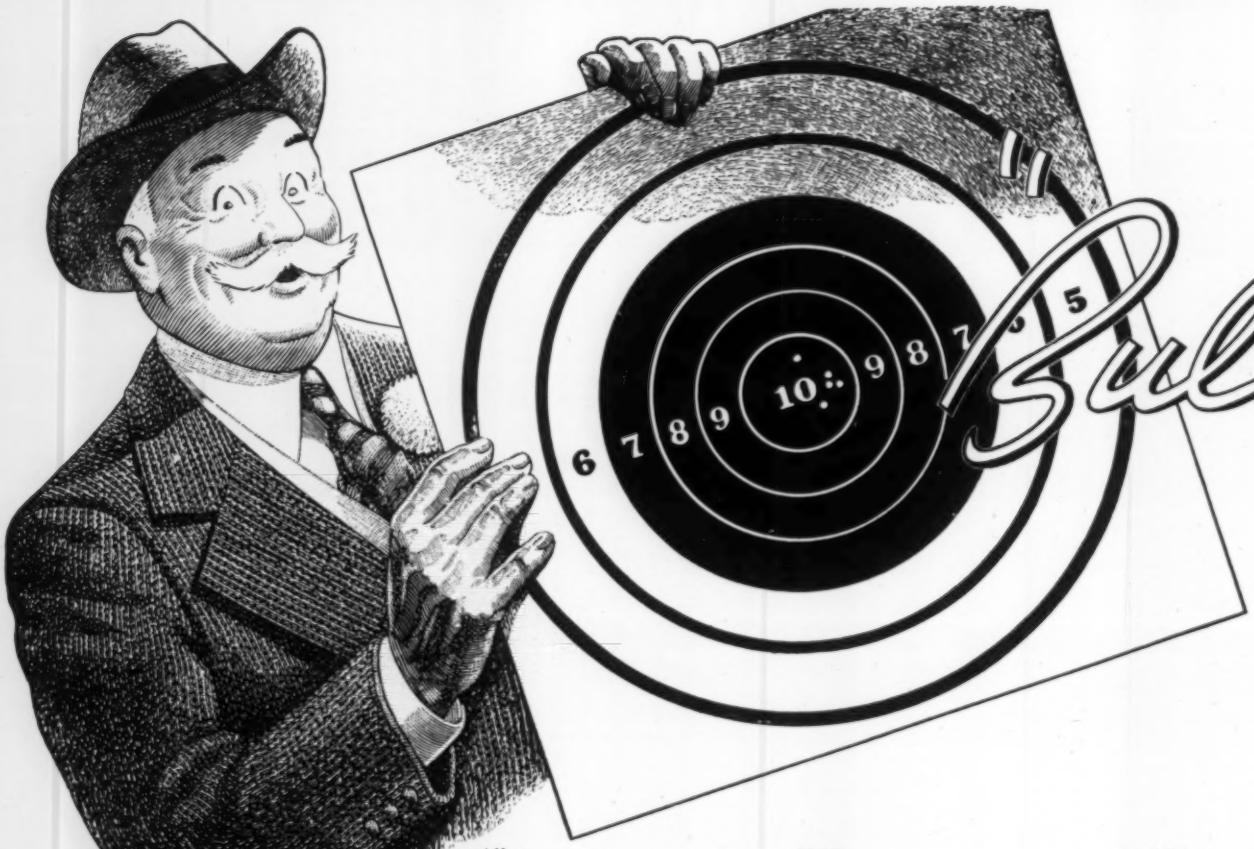
Serving the
First Families of Agriculture

WIBW Topeka KANSAS WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.



Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	IND
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KSDJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Fort Worth-Dallas	WBAP-TV
New York	WPIX
St. Louis	KSD-TV

Bull's-Eye Radio"

SENSIBLE RADIO

ARE your radio programs reaching the people you want, all over the Nation—despite differences in time zones, differences in the *types of audiences* attracted by various stations, differences in sectional program-preferences?

Spot broadcasting—*Bull's-Eye Radio*—is the only medium by which you can pin-point your radio at exactly the kinds of markets, areas, and people you want—by geography, age-level, sex and place of residence (urban or farm). Thus spot broadcasting, alone, keeps inviolate the first rule of sensible advertising—it goes to your real prospects.

Free & Peters, after sixteen years in Bull's-Eye Radio, knows a lot of things that can help you make your radio advertising sensible and effective. We are thoroughly familiar with radio in the markets at the left. If you have interests in any of them, we offer you our time and experience, without stint. Say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

TV Equipment May Soon Be Produced In Canada

CANADIAN RADIO manufacturers expect to be making television equipment in the near future, according to S. D. Brownlee, executive secretary of the Radio Manufacturers Assn. of Canada. Future planning by Canadian companies prepared to manufacture television equipment hinges upon a current industrial survey.

"While production costs for TV entertainment may be much higher than for regular broadcasting," Mr. Brownlee said, "the wherewithal to provide TV in Canada will be found. Like standard radio broadcasting, TV will depend for its growth and development on advertising. TV will be the greatest force in advertising and selling that the world has ever known."

He pointed out that Canadian development is expected to follow that of the United States.

PULLING POWER of "Star," 890-pound Hereford steer, is demonstrated by WDAY Fargo, N. D. The steer, described by Tom Barnes (l), WDAY sales manager, and Bill Weaver, special events announcer, pulled 90,128 entries in a weight-estimating contest. WDAY used 30 announcements on the contest sponsored by a feed company during 10-minute daily program. Station says volume of entries was larger than number of votes received by either North Dakota U. S. Senator in the last election. WDAY received 47,720 pieces of mail in contest's final four days.

FOR SALE

CHICAGO BUYERS

ONLY

56c

PER THOUSAND

In the center of the dial in CHICAGO

WIND 560	WMAQ 670	WGN 720	WBBM 780	WAIT 820	WLS WENR 890	WCFL 1000	WJJD 1160	WSBC 1240	WGES 1390

5000 WATTS

WAIT

360 No. Mich. Ave.
Chicago 1, ILL.

BACKYARD COVERAGE

WINR Newsman Alerts Flood Area From Home

THE GEOGRAPHIC location of an alert newscaster's home and the presence of a special remote line between his home and WINR Binghamton, N. Y., were strange factors responsible for the saving of countless lives and reduction of property damage during a disastrous flood in the triple-city area of Binghamton, Johnson City and Endicott March 21.

On Palm Sunday George O'Connor, WINR news editor, who broadcasts his news commentary, *City Desk*, each night by a special remote line from his home on the banks of the Susquehanna River at Stillwater, called the station after noticing the rapid rise of the river. Sports Editor Bob Cullings at the station ten miles away, checked points upstream and learned the river was rising past flood stages. Authorities were notified. Flood warnings interrupted Sunday network shows, and Mr. O'Connor was called in by remote from his home in the very center of the flood area. Mr. O'Connor continued the remote broadcast until the water in his home swirled about his legs, then turned the broadcast back to Mr. Cullings who maintained flood warning service all night. The station action won commendations from Sheriff Arlington B. Thatcher and rescue organizations.

Television Found To Be Good Recruiting Medium

TELEVISION'S selling power was attested last week by a satisfied customer . . . the U. S. Navy.

Lt. L. W. Crane Jr., promotion officer in the U. S. Navy recruiting department in New York, told WABD New York executives that of the 351 applicants interviewed between February and March 10, 343 had seen the spot announcements carried on the DuMont television station. A total of 15 spots had been used during that period.

New WKBW Studios

WKBW Inc., Buffalo, N. Y., and A. Victor and Co., March 31 signed a long-term lease for entire 10th floor of the Victor Building for new modern air-conditioned penthouse studios for WKBW, which will cost $100,000, exclusive of TV and FM. Construction work on the new studios, which will cover 12,000 square feet, is to commence immediately. Station may commence operations in new studios in September. WKBW has applied for a video channel in Buffalo.

TEN PERCENT price reduction in Westinghouse's "Ruralist," five-tube battery radio designed for rural and farm use, was announced fortnight ago. Suggested retail price, minus battery, is $36.95, compared to former price of $41. Price is proportionately less in the west.

there's Method in our Magic!

E.H. BROWN ADVERTISING AGENCY

OPERA BUILDING
20 NORTH WACKER DRIVE
TELEPHONE FRANKLIN 9494
CHICAGO 6, ILLINOIS

March 22, 1948

Mr. Harold Krelstein
Station WMPS
Memphis, Tennessee

Dear Mr. Krelstein:

I have just had the most pleasant experience. During the past thirty minutes I have been looking at your performance record for several of our clients who have been using WMPS — Lane Bryant, South Carolina Mills, and Southern Farmer — and it is a most pleasant experience indeed to see what a truly magnificent job you have done on all three.

This, as you know, is my first try on your station, and I realize now that I have been an inadequate advertising man, not to have discovered WMPS earlier. You have one of the most productive mail stations in America, both as to the quantity and the quality of responses you produce, and my only concern is that other advertisers will discover what I have discovered and load you up with so much business that I'll find difficulty buying as much time on WMPS as I fully intend to fight for.

I don't know what magic wand you wave to perform so splendidly, but it is apparent that your programming formula and your audience coverage are amazingly effective. It gives me a great deal of pleasure to tell you this.

Sincerely yours,

Harry Schneiderman

HS:lp

WMPS • MEMPHIS, TENNESSEE

Southern Illinois Group Discusses Radio Problems

SOUTHERN Illinois broadcasters joined in a discussion of industry problems April 4 in Centralia. The group discussed the Johnson Bill (S-2231), news coverage, area promotion and salaries and wages. No formal organization was formed, though it was agreed that another meeting in the near future may prove profitable. Hobart Stephenson, owner and manager of WCNT Centralia, will represent the group before the Senate Committee on Interstate & Foreign Commerce.

Stations represented at the meeting were: WCNT, WLBH Mattoon, WIBV Belleville, WMIX Mt. Vernon, WJPF Herrin, WEBQ Harrisburg, WKRO Cairo.

DEL SHARBUTT, Hollywood announcer, has taken over chores on CBS "Danny Thomas Show."

OHIO INSTITUTE

Program Features Radio Leaders

PUBLIC INTEREST programming and rural radio will be foremost subjects of discussion at Ohio State U.'s 18th annual Institute for Education by Radio April 30-May 3 when leaders and specialists from radio and education convene at Columbus, Ohio.

Attention will be focused on practical "how to do it" aspects with special emphasis on programming problems of stations and organizations serving community and regional areas, according to I. Keith Tyler, director of the Institute. Ted Cott, program director of WNEW New York, will preside at the opening session devoted to building and producing effective programs that attract and hold listeners.

Other discussions will include documentary programs, the field of "serious radio" as a challenge to educators, and "International Aspects of Radio"—UNESCO and the Geneva Conference on "Freedom of Information." The latter is expected to include a speaker from UNESCO headquarters in Paris, as well as an American who attended the Geneva meeting. Dr. Lyman Bryson, counselor of public affairs for CBS, will serve as chairman.

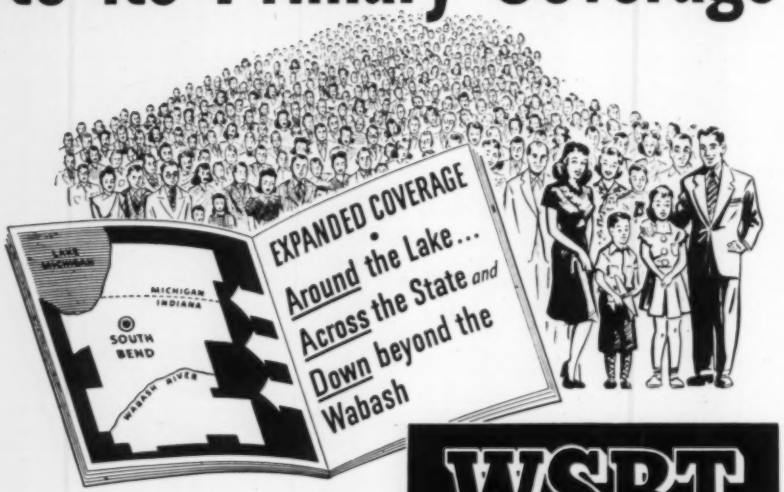
Ways and means of bettering rural radio will be covered in a two-day work-study unit supervised by Ken Gapen, assistant director of radio for the U. S. Dept. of Agriculture. Other USDA experts and network and station farm program directors will also participate in the meeting during which transcriptions of 4-H and other youth interest programs will be used.

Highlight of agricultural sessions will be a discussion of international farm relations by Dana Reynolds, also with USDA. Rural radio representatives from other countries are expected to discuss international farm show exchanges. Field survey and commercial radio survey panels also are included.

In all, 16 work-study groups, six section meetings and five clinics will be devoted to specialized discussion of specific problems during the four-day conference. Feature of the Institute is the Exhibition of Educational Programs, which has drawn about 600 entries comprising transcriptions from broadcasters throughout the nation. Awards will be announced during the conclave after final judging by a three-man committee.

NOW—WITH 5000 WATTS—

WSBT Has Added 138,680 Radio Families* to its Primary Coverage



960 KILOCYCLES
COLUMBIA NETWORK

WSBT
SOUTH BEND

*Estimated by counties from BMB Report

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

H. P. JOHNSTON, WSGN, HEADS ALABAMA UNIT

HENRY P. JOHNSTON, managing director of WSGN Birmingham and president of WHBS Huntsville, was elected president of the Alabama Broadcasters Assn. at organization's annual convention in Montgomery April 2.

Mr. Johnston

The association elected the following other officers and directors: Howard Martin, WALA Mobile, vice president; Lionel F. Baxter, WAPI Birmingham, secretary-treasurer, and Carroll Gardner WABB Mobile, and Howell Cobb WBRC Birmingham, members of board of directors.

Mr. Johnston proposed a national campaign by broadcasters to secure protection from libel and slander suits equivalent to that provided other media and public service agencies.

Resolution in favor of the Johnson Bill (S-2231) to break down clear channels was adopted.

AP members of ABA organized the first Associated Press Broadcasters Assn. They agreed to help in collection and distribution of news for AP members.

ABA voted to hold its fall meeting at the U. of Alabama, Tuscaloosa, Oct. 8 and next year's convention at Point Clear, Ala.

TV for $149.95

TELE-TONE Radio Corp., New York, last week announced that a new $149.95 table-model television receiver set, claimed to be the lowest-price set produced in quantity, will be delivered to New York dealers within the next two weeks. Production of 50,000 units is expected by the end of the year.

On behalf of

Mr. RONALD COLMAN

and the entire cast of

Favorite Story

we thank you for the

Award of Merit

C. C. N. Y. Competition

OUR THANKS TO

the *judges* of the CCNY Competition who selected "Favorite Story" for the AWARD OF MERIT.

. . . the *listening public* who show their preference for "Favorite Story" in ever higher Hoopers.

. the *educators* who are using "Favorite Story" programs in classrooms.

. the *sponsors and stations* whose imaginative and powerful promotion has contributed so greatly to the success of "Favorite Story"

MR. RONALD COLMAN . . . awarded the OSCAR for 1947's best acting performance in "A Double Life"

We knew that "Favorite Story" was radio's most brilliant dramatic program. Hundreds of satisfied sponsors confirmed this conclusion. We are proud that the judges of the CITY COLLEGE OF NEW YORK COMPETITION chose this show for the AWARD OF MERIT—proving that great stars, a great cast, great music, great scripts, great production, great promotion, great tie-ins, make for great rewards and awards.

104 HALF-HOUR PROGRAMS NOW AVAILABLE

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK CHICAGO HOLLYWOOD

TRANSCRIBED BY ZIV MEANS THE GREATEST IN RADIO SHOWS

SELLING FM

Requires Finesse, Says McNulty

By THOMAS F. McNULTY
President, WMCP Baltimore
Treasurer, FMA

SELLING FM poses a problem of selling as distinguished from order-taking. All selling requires imagination and imagination is the key to qualitative analysis. Here are three specific reasons for buying time on an FM station:

1. The FM set generally is the living-room receiver that is listened to more hours per day by more persons than the secondary sets combined.

2. Assuming an average family of four and assuming a community has 10,000 FM sets, your daily listening audience is 40,000. You reach buyers at a low cost per listener.

3. FM offers a medium for quality merchandise.

Let's analyze those three points. In any city the number of FM receivers is far too few to make any mass selling appeal to advertisers or agencies. On the other hand, the number of receivers alone is not a descriptive term.

Take a bedroom receiver. Anyone will admit it has a small audience at any time. Two would likely be the greatest number listening to a bedroom radio, and it isn't used often or long.

In the rumpus room or club cellar the set may have a large audience on occasion but it is used sporadically. Generally speaking, it is turned on only when guests are being entertained. It isn't listened to attentively.

You may also have a set in the kitchen which the maid or lady of the house may use if she likes daytime serials.

Here you have three radios and not one of them is equivalent to the living-room set which normally is used from four to six hours daily and is heard by the entire family. Thus in the living-room set you have a longer-playing radio and a greater audience all the time.

Position of Sets

Because most FM receivers made so far are large consoles the only logical place for them is the living room. Thus you have a premium set with a premium audience. If 10,000 FM receivers have been sold in your city, they have the same listening value as 50,000 ordinary sets. That means more to your prospective advertisers than merely saying your community has 10,000 sets.

And assuming your community has 10,000 FM sets you have a potential audience every day of 40,000 listeners. That figure will stand up in the light of cold thinking by either advertisers or agencies.

Now let's analyze the people who bought the FM sets. Those receivers ranged upward in price from $300. A few have been manufactured to sell for less but comparatively few, according to production figures of the Radio Manufacturers Assn. Don't overlook the fact that the families in which the $300 sets have been placed are in the higher economic brackets.

Chainbreaks Useful

Chainbreaks — brief messages during the "pause for station identification"—are likewise useful, for through them one can capture a large part of the audiences of the programs which precede and follow. The total amount of time clocked through chainbreaks won't add up to a great deal in a radio log, but you can be sure it will influence a tremendous group if properly used.

Don't forget the mechanical details, which are simple and obvious, but often overlooked, as my wastebasket will testify:

Keep copy simple and direct. Use simple English, without subtlety. Begin with short, striking, positive statements. Typewrite all copy with pica type, on paper that doesn't rattle, and with ample margins. Submit scripts well in advance—as much as a week ahead, if possible.

If a publicity director follows these suggestions, he will find a much more cordial response from his local radio executives. They want to do a public service job but they need his help.

"All right," says an agency, "that's no good from a mass standpoint, particularly if my client sells bread or beer or soap. The fellow who makes $30 a week is as good to me as the fellow who makes $300 or $3,000 a week." Not so. In the first place the man who makes $300 a week generally has a large family and he has servants. It would be almost a safe bet to say that he wastes more bread, more

(Continued on page 50)

THREE-POINT outline to ease the path of the FM station time salesman is set forth in the accompanying article by Thomas F. McNulty, president of WMCP Baltimore and treasurer of the FM Assn. Mr. McNulty contends that because the FM set usually is in the living room it is listened to more and by more persons than all other sets in the house combined, that FM reaches buyers at low cost per listener, and that FM offers an effective medium for selling quality merchandise.

WSIX pays its way

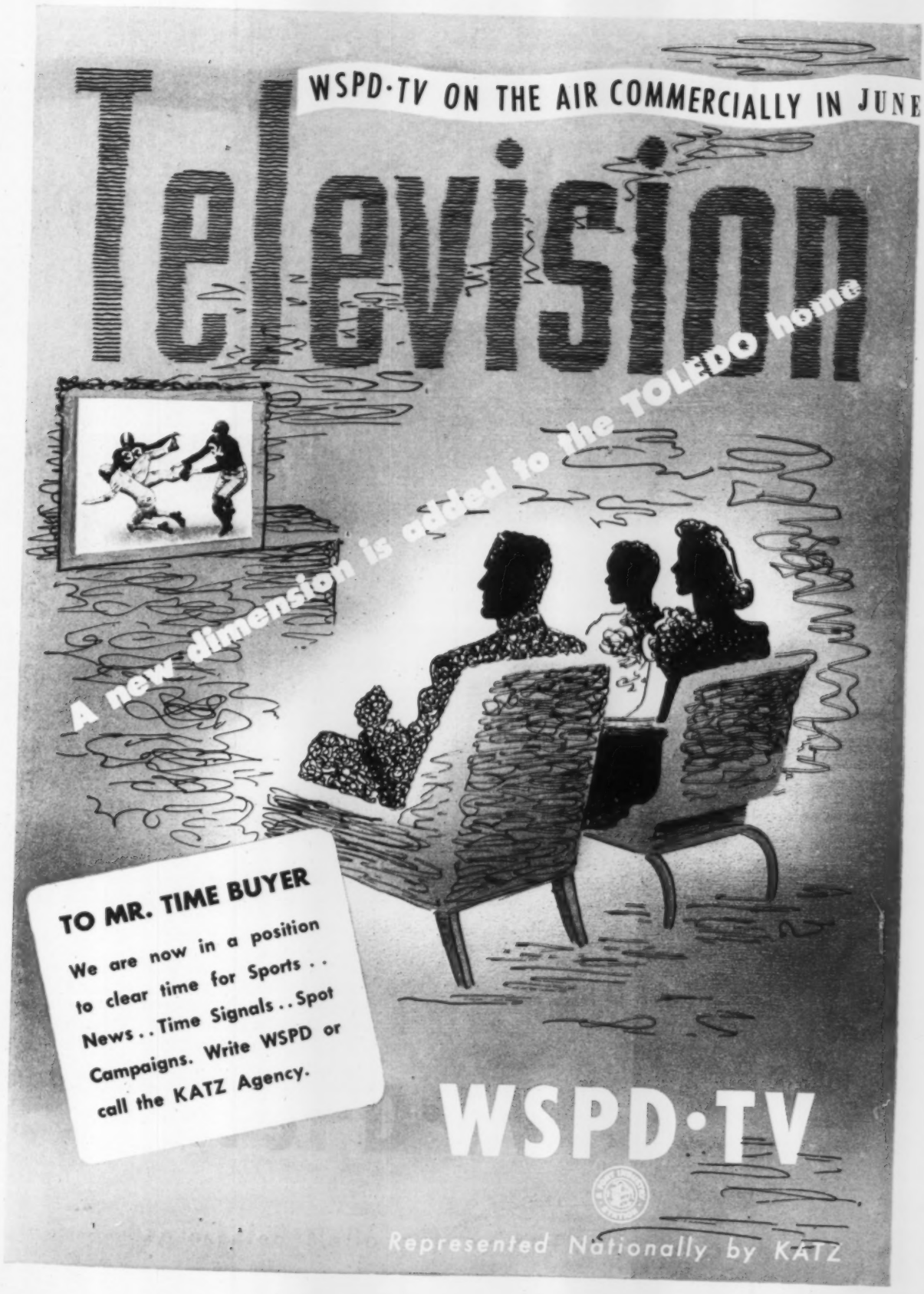
In the food field, WSIX more than pays its way by selling kids and their mamas on the all-important breakfast and supper cereals. A half-dozen national producers have used dominant amounts of time for two, three and five years without a break. Evidently they recognize WSIX's power to sell the goods in Nashville's 51-county retail trade area. Plan now to let WSIX help boost your sales in this area. Call your nearest Katz representative for more facts and figures; and the ways WSIX can fit into your program.

5000 WATTS 980 KC
ABC AFFILIATE
National Representatives: The Katz Agency, Inc.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

And WSIX-FM 65,000 W 97.5 MC

WSIX gives you all three: Market, Coverage, Economy


WSPD·TV ON THE AIR COMMERCIALLY IN JUNE
Television
A new dimension is added to the TOLEDO home
TO MR. TIME BUYER
We are now in a position to clear time for Sports . . News . . Time Signals . . Spot Campaigns. Write WSPD or call the KATZ Agency.
WSPD·TV
Represented Nationally by KATZ

Watch this boy grow!

(Sundays at 9:30 p.m. EST)

Bane of Shorty's existence is his editor — a man you love to hate, unless, like Shorty, you also admire him prodigiously.

MICKEY ROONEY as Shorty Bell . . . a big star, with a big new idea in dramatic Radio.

For the first time, an authentic "Novel for Radio" . . . letting the listener in on the chapter-by-chapter development of a very real character, as he progresses from a brassy, scrappy kid to a full-fledged, fighting newspaper man.

Shorty and his friends, his girl, his terrible-tempered managing editor—come absorbingly to life for you, and what happens to them has all the impact, drama and mounting suspense of your favorite story.

To make that story come true, CBS has assembled a matchless lineup of top-drawer talent.

Mickey Rooney . . . Academy Award winner and three times America's motion-picture box-office champion . . . surely one of the most gifted and versatile young actors anywhere. Now his memorable performances as Andy Hardy, and in Boys' Town, National Velvet, Killer McCoy—are matched by his first Radio starring role, tailor-made to his talents.

Adapted by Richard Carroll from an *original novel for Radio* by Frederick Hazlitt Brennan, whose stories have been read by millions in the magazines, seen by millions on the screen. (Latest is Mickey Rooney's hit picture, Killer McCoy.)

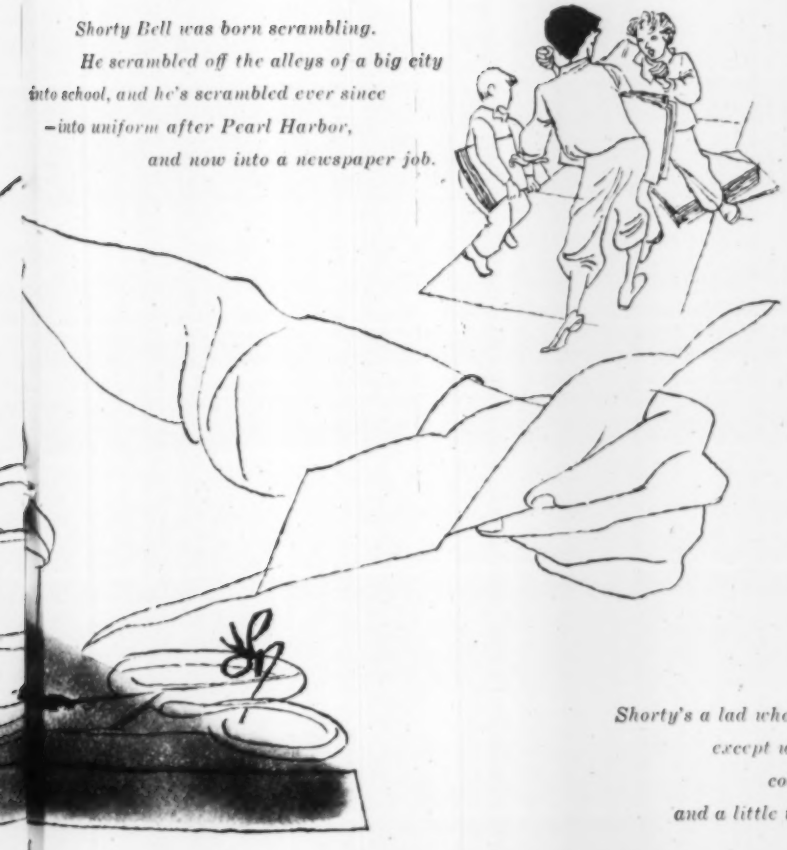
Produced and directed by William N. Robson, two-time Peabody Award winner. With music by Cy Feuer, former musical director of Republic Pictures.

CBS is mighty proud of its boy Shorty Bell—latest in a distinguished series of successes from the powerful, productive CBS Program Operation.

Shows like this one explain why more and more advertisers who've been asking for better Radio programs are looking to CBS for the answers.

A CBS PACKAGE PROGRAM

Shorty Bell was born scrambling.
He scrambled off the alleys of a big city
into school, and he's scrambled ever since
—into uniform after Pearl Harbor,
and now into a newspaper job.



Shorty's a lad who always has the answers—
except when he meets a gal like Lois,
college-bred and beautiful,
and a little too smart for her own good.

Selling FM

(Continued from page 46)

beer, more soap than the average $30-a-week listener uses. Thus, while you again have a smaller audience, you have an audience that will purchase from four to six times as much of any commodity.

About the quality factor. Many new prospects for radio missed the boat when AM was in the present stage of FM, that is, where there were very few listeners and time was selling at a low rate. By the time AM became an approved advertising medium they could not afford to pay the price of 100 listeners to reach the 10 top quality buyers they wanted.

The quality merchandising idea today lets the advertiser through FM have the 10 listeners for the price of 10. He can afford it and he wants it when he is told the facts.

Here you have a three-fold sales story that stands up. Your rates, of course, must be commensurate. They must be low, as most FM rates are, so that the cost of reaching this market is nearly the same proportionately per listener, but with that added quality incentive.

It follows, however, that regardless of your market you must be able to program in such a fashion as to attract an audience in the first place and hold it in the second. One thing which has definitely hurt FM is the poor programming that has followed station construction.

Another component is the STA (Special Temporary Authority) operation. It has begotten low power and that, added to the fact that some of the receivers have not been of the highest calibre, gives a double error, leading to distortion. That, however, will be eliminated as more and more stations go to full authorized power and the newer FM sets are placed on the market.

It's well, in selling FM, to mention the power factor. Most advertisers are power conscious. When you say "20,000 watts, FM" it is far more impressive than "250 watts, STA." Besides, power opens up a new vista to the listener.

Another Bonus

Here's another bonus for the advertisers worth stressing in an interview. The sponsor who buys time on an FM station is paying only for the receivers currently in use. Set manufacturers are now really producing FM sets. An advertiser placing a contract with your station for a year buys a constantly increasing audience as new sets are delivered to dealers and sold. It is entirely probable that an advertiser's original audience will have tripled at the end of his first year. Indeed it might go well beyond that figure. Since manufacturers are mass-producing FM sets they will promote them to sell them.

Mr. McNULTY

Further, the FM range has upset the theorists. In Baltimore, for instance, on the cheapest of receivers, we have been able to receive five of the seven FM stations in Washington, D. C., 40 miles away and with an indoor antenna —a little dipole tacked up on our staircase. Those Washington stations operating with 3 kw or more effective radiated power come in with greater clarity than any local AM station.

There is in Baltimore and probably in most places a large area of county coverage that's been impossible, especially at night, with AM. This represents an added bonus to FM timebuyers. The one thing that FM does is to cover as well at night as it does by day.

Even with a Class A station you open up the area around you to a distance of 15 to 20 miles, and as high as 50 miles with a Class B operation, with absolute clarity, low background noise and excellent reception with no external antenna.

From an agency view the low rates, wide coverage and quality audience of FM give a new incentive. Most agencies, while they make no money on small accounts are glad to get them because they build future business.

EVERYBODY'S POINTING TO HOTPOINT*

It's so easy to coin a phrase that means much to the Memphis audience . . . and advertiser . . . from the above.

Everybody's Pointing To WHHM . . . both in its home territory and in other parts of the nation. Here's An American Success Story: the independent station that took the market . . . took the audience's attention and loyalty and is really taking in the dollars for advertisers.

Point for sales thru the highpoint of Memphis radio — WHHM — the station that really delivers . . .

MORE LISTENERS PER DOLLAR IN MEMPHIS!

WHHM

The Mid-South's only 24 hour Station!

MEMPHIS, TENNESSEE

PATT McDONALD, general manager

FORJOE & CO., representatives

*Hotpoint Appliances

New AFA Members

IOWA Tall Corn Network at its latest meeting, held in Chicago, agreed to join the Advertising Federation of America. Stations include: KBUR Burlington, KROS Clinton, KSWI Council Bluffs, KSIB Creston, KDEC Decorah, KWDM Des Moines, KDTH Dubuque, KOKX Keokuk, KFJB Marshalltown, KVFD Fort Dodge, KICM Mason City, KWPC Muscatine, KTRI Sioux City, KICD Spencer, KAYX Waterloo.

Three Beauties of the Deep South

1. LONGFELLOW HOUSE, Pascagoula, Miss. One of the South's famed ante-bellum homes.

2. INGALLS SHIPBUILDING YARDS, Pascagoula, where large luxury liners and cargo ships are being built or refitted. Another new Southern industry that means more employment, bigger pay rolls, and added retail sales.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

13

the WATV Test-Pattern is now being telecast daily in the New York area on Channel 13.

the new WATV Mobile Unit will begin remote operations in April.

WATV main Television Studio, world's largest, (84'x82'), is rapidly nearing completion.

WATV
CHANNEL 13
TELEVISION CENTER
NEWARK, NEW JERSEY

serving New Jersey and Metropolitan New York

New Business

(Continued from page 14)

and running through June. In addition to newspaper insertions, premium offer will be supported by three participations on the air: Ella Mason five times weekly over WHN New York; Nancy Craig twice weekly on WJZ New York; and *Mr. and Mrs. Music* three times weekly over WMCA New York.

SCHUSTER'S, Milwaukee department store, has started two film spots daily, five days a week on WTMJ-TV Milwaukee. Agency is Cramer-Krasselt Co., Milwaukee.

ALL-WEATHER PRODUCTS, Philadelphia (distributor of storm windows, insulation and building materials), has started new weather program on WPTZ Philadelphia. Telecasts, Mon.-Fri. 7:45-7:50 p.m., carry maps outlining weather conditions while weather experts narrate current and future reports from local U. S. Weather Bureau office.

P. LORILLARD & Co., New York (Old Gold Cigarettes), April 5 started for 52 weeks three-weekly sponsorship of quarter-hour *Rise and Shine* program, Mon., Wed., Fri. on KHJ Los Angeles through Lennen & Mitchell Inc., New York. **NATIONAL BISCUIT Co.**, New York, who formerly sponsored show those nites, will continue sponsorship on Tues., Thurs., Sat., started April 6.

CENTENNIAL FLOURING MILLS Co., Seattle, for promotion of new product "Stopweed" (weed killer), plans extensive campaign that will include radio in three northwest cities, Yakima and Spokane, Wash., and Moscow, Idaho. Honig-Cooper Co., Seattle, services account.

LEO J. MEYBERG Co., Los Angeles (RCA Victor television set distributor), April 13 starts for eight weeks 10-minute telecasts of *Fox Movietone News* on KTLA Hollywood, Tues., Sat., 7:50-8 p.m. (PDST). Commercials for series are being prepared by RCA in Camden, N. J. Budget is approximately $16,000. Agency is J. Walter Thompson Co., Los Angeles.

POWELL & CAMPBELL Inc., New York (shoes), which last week appointed Tracy, Kent & Co., New York, is testing television by using one spot a week on WABD New York. Firm is anticipating further use of the medium.

Net ork Accounts • • •

ELECTRIC AUTO-LITE Co., Toledo, Ohio, in July will begin sponsorship of *Suspense* on CBS, Thur., 9-9:30 p.m. Program is now heard Sat. 8-9 p.m. as CBS sustainer, but will leave the air this month. Agency for Auto-Lite is Ruthrauff & Ryan, New York.

LAMBERT PHARMACAL Co., Toronto (Listerine products), June 4 renews for 43 weeks, with nine week summer hiatus, *Treasure Trail* on 28 Dominion Network stations, Fri. 8:30-9 p.m. Agency: Lambert & Feasley, New York.

Adpeople • • •

HARRY G. KEBEL has joined Nestle's Milk Products Inc., New York, as advertising manager. He formerly was with Thomas J. Lipton Inc. and Standard Brands Inc.

HARRY MACKEY, television director of U. S. Rubber Co., discussed "The Sponsor's Role in Television" April 9 before the "Production Forum" group of Television Workshop, New York.

'Hopalong Cassidy' Signs For Transcribed Program

SIGNING of William Boyd as star of transcribed series known as *Hopalong Cassidy* was announced April 9 by Walter White Jr., president of Commodore Productions, Hollywood.

Mr. Boyd has been star of film series of same name for past 13 years. Plan calls for release effective May 15 of half-hour format available in 52 episodes, Mr. White announced.

RADIO Writers Guild, New York Chapter, will be host at a cocktail party to be held Friday, April 16, at the Old Knick Music Hall, 1034 2nd Ave., New York, starting at 4 p.m. Public is invited. Admission is $1.

'JUNIOR JOSKE PLAN' AIDS SMALLER STORES

NEW type of department store radio advertising program, designated "The Junior Joske Plan," offers an effective medium for stores in smaller communities, according to Lee Hart, director of the NAB Retail Advertising Division.

The junior plan was developed at WHEB Portsmouth, N. H., by Bert Georges, general manager, and Keith S. Field, sales promotion director. Ouelettes, second largest department store in the market, has signed a contract calling for 20 15-minute programs weekly on a Monday-Friday strip basis.

Broadcasts are specifically directed at the store's most important customer groups. Previously the store had sponsored only a 10-minute strip program aimed at homemakers. Now it reaches working girls, teen-agers and younger students, and the adult audience.

Miss Hart is author of the Joske report, "Radio for Retailers," and was radio director at the San Antonio store during the year-long clinical test on the effectiveness of radio as a medium for retailers.

New Research Technique Shows Sales Potentials

TECHNIQUE claimed to supply the "missing link" between governmental studies of consumer buying and present marketing conditions is described in a study, "Consumer Purchasing Potentials in the United States," by the Dartnell Corp., Chicago. The guide is designed to show sales potentials and is described as useful in planning advertising campaigns.

The method was developed by Serge Morosoff, commercial research director of Pacific Mills. It is based on the theory that the relation between income and spending remains fairly constant. The number of families in each territory in each income group is multiplied by multipliers for the particular product as given in government studies. The results are total potentials for the particular industry in 498 trading areas.

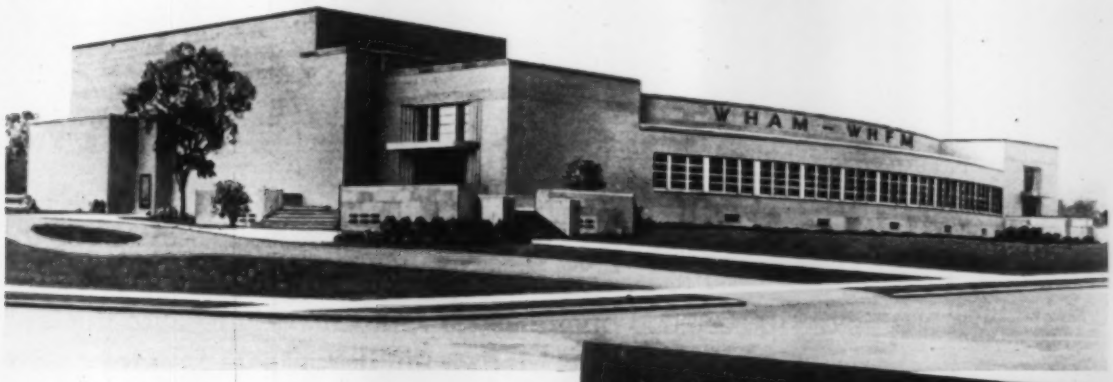
purely for the record

1ST CLASS "A" FM STATION IN LOS ANGELES AREA

2ND TO NONE IN QUALITY PROGRAMMING

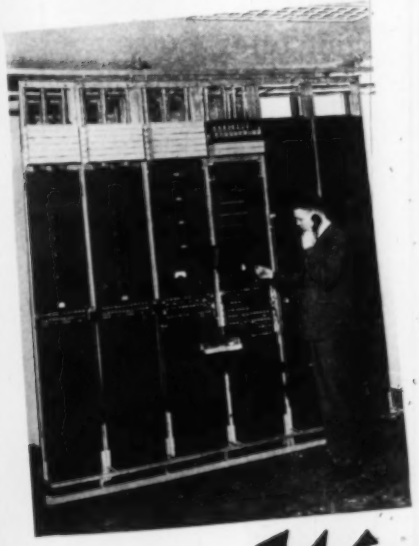
3RD GREATEST MARKET IN AMERICA

In Stromberg-Carlson's million-dollar WHAM-WHFM studios new system design separates control positions from main equipment



Western Electric compact control consoles

In Rochester *Radio City*, Western Electric Cardioid Microphones and custom-built audio facilities are in complete harmony with the up-to-the-minute planning of the new building. The remarkably compact consoles — located in control booths for five studios and auditorium — contain only controls, pre-amplifiers and intercommunication facilities. Complete operation of the entire system may be controlled from any one console. They're engineered for precision *performance* and attractive *appearance*.



Centralized apparatus room

A central equipment room housing Western Electric line amplifiers, main amplifiers, and all other equipment common to the four custom-built consoles, requires no operating position. Such an arrangement — new to broadcast stations — provides complete versatility of operation. Open amplifier racks afford instant access to all components.

—QUALITY COUNTS—

WRITE FOR BULLETIN — OR ASSISTANCE IN DESIGNING YOUR CUSTOM-BUILT CONSOLES

Bulletin T-2356, "For Modern Broadcasting," describes a number of arrangements of Western Electric custom-built consoles which may suggest ideas for planning your own studios. Ask your nearest Graybar Broadcast Representative for a copy—or write to Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Distributed by Graybar — OFFICES IN 95 PRINCIPAL CITIES

Western Electric

WHY...

"CREEPS IN

Spot Radio is NATIONAL. It is Big radio. It can cover the nation—coast to coast, as well as a single market pin point. Spot is a $100,000,000 business ranking in volume with the greatest national advertising media. But it has a tremendous potential for further development.

Recently there has come creeping in the false concept that Spot is a petty thing—a supplementary, temporary way of hitting certain "pin points" or "targets." Also, that Spot is for "leftover" or "overflow" advertising. True, Spot is flexible, but it can stretch as well as contract.

We regard National Spot as one of the most effective, most economical means of covering the nation and keeping it covered. Perfect Spot Broadcasting is "48 State" business—not just "pin points" and "targets"; not concentration alone but *expansion.*

For national advertisers, Spot Broadcasting offers outstanding features and advantages unparalleled in any competing medium.

For broadcasters, National Spot is the most fertile field for

Paul H. Raymer Compa

NEW YORK • BOSTON • DETROIT • ATLAN • CHIC

THIS PETTY PACE"?

development. The potential source of new business is enormous. From a total listing of 15,000 national advertisers, there is not one truly national program account. If we had just 15 of these 15,000 program prospects, what a difference it would make. There has not been even one such account since the days of Chevrolet's "Musical Moments" twelve long years ago. Why—"this petty pace"?

Because today almost all Spot selling is pin point or target selling. Every man and every station is working for himself, and practically no effort is being made through national coordination or cooperation.

We believe it time for Broadcasters to examine this situation and to realize here the great potential for new business. Just a little "get together" and cooperation might open the floodgates.

All of our competition is highly organized with means of cooperative national effort. National Spot alone still "Creeps in this petty pace from day to day," selling disconnected pin point markets. We need a National Spot Association.

y Inc. • Radio Advertising

• CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Legislative Engineers

"CONGRESS giveth, and Congress *can* taketh away."

That paraphrase of *The Scriptures* motivated the Senate Interstate Commerce Committee in its current and unprecedented inquiry into clear channel allocations, as provoked in the Johnson Bill (S-2231). It was the thesis for the Lemke Resolution (HJRes. 78) inquiring into FM allocations. And, unless this unusual trend is checked, it will be the vehicle for inquiry into television allocations.

Why this about-face in the handling of basic allocations which has already caused abject confusion and which could bring chaos? Why has the White Bill (S-1333), which provides for a full-scale revision of the existing law, been sidetracked without further consideration of the only seriously contested provision, in favor of piece-meal pot-shotting at allocations?

Such things don't just happen. Most members of Congress are loath to meddle in complex technical matters. That's the reason the original Radio Commission was created in 1927, why the broadened FCC was established in 1934. Congress wasn't expert enough to tackle allocations.

So there was provocation. The FCC has been a favorite Congressional whipping boy. The clear channel-high power battle has waged since the first AM allocations in 1928. The FM upstairs-downstairs battle has flared since before the war. And television, now tearing ahead at supersonic speed, has been embroiled in allocations and color versus black-and-white controversies for a decade.

It must be assumed that committees of Congress would not attempt to preempt functions of the FCC if it had confidence in that agency. This FCC, and its predecessors, repeatedly have asked Congress for policy guidance. Acting Chairman Tobey and Senator Johnson must regard the question of clear channel allocations as policy on which the FCC wants guidance, even though the FCC has never sought to have Congress perform as its engineering consultant.

The *right* of Congress to delegate, expand or contract functions of any independent agency cannot be questioned. Congress can investigate. It can even allocate, as a matter of legislative *right*. But would Congress be exercising its prerogatives in the most effective manner—in the public interest, let us say—if it attempts to determine in a few weeks what the FCC, with its allocations experts, hasn't been able to resolve in 20 years?

If Congress isn't satisfied with the FCC it should create a new agency. It should spell out the limits of its authority (as the White Bill would do, save in one important particular) so that the licensing authority would be precluded from preempting the program and business functions of stations. Perhaps Congress then wouldn't be disposed to usurp the powers of the licensing authority.

What will come of this incongruous legislative mishmash can't be stated with assurance. We doubt whether either the Lemke Resolution or the Johnson Bill will pass. The FCC, of course, is on notice that its every allocations move is subject to Congressional scrutiny.

We assume there will be a postponement of the NARBA conference on domestic AM allocations scheduled for May. We assume the FCC in the interim will decide the pending clear channel case, on the hearing docket for more than three years, but probably not before the November elections. We assume that in the interim the *status quo* will be retained—i.e., 20 Class 1-A's with maximum power of 50,000 w. For, whatever the outcome, there's bound to be litigation, and if certain clears are broken down, there will be long-drawn-out competitive hearings for the coveted duplicated assignments.

And by that time much of the argument may become academic. Television will be spurting ahead, particularly in the larger markets whence the greatest demand would come for the duplicated assignments. We will know where FM is headed. The 500 mc TV band will be bristling with activity, we surmise. Facsimile should no longer be a hot-house flower.

So, when the electronic smoke of the next few months clears, it's our guess we'll still have lots more of the *status quo* on most of the clear channels with output still in the neighborhood of 50,000 power-packed watts.

Seven-League Boots

IN THIS new-born radio era precedents topple like duck-pins.

The ultimate in broadcasting (for it is the all-embracing term) came with the Toscanini telecast March 20—two days after the lifting of the Petrillo ban on TV music. But that mark stood a mere fortnight—until the next Toscanini telecast April 3, when NBC's Studio 8-H was better-equipped acoustically and electrically for the symphonic pickup.

In two telecasts, more people saw and heard the celebrated maestro than had seen him perform in the concert hall in the 62 years of his career as a conductor. David Sarnoff, RCA and NBC chairman and a patron of the musical arts, saw the fulfillment of his dream of a quarter-century ago.

TV's giddy pace these last few months all but defies description. A Hooper report reveals that when TV shows are available, the AM network tune-in sloughs off. CBS goads its affiliates to go all-out for TV in tempo with the upswing. ABC is shooting at a fall target date for all five of its authorized outlets, and MBS key owners and affiliates are letting no grass grow underfoot. NBC and DuMont lead the video parade, but the competitive challenge is there.

Because TV is the heritage of the AM broadcaster, just as surely as the automobile was the birthright of the wagon-maker, it behooves the broadcaster to lay his plans for his video venture. The pages of this journal reflect the TV era as a logical projection of the mass radio media. The two now go hand in hand as companion services.

The broadcaster in the secondary market is in no immediate peril. Standard broadcasting didn't start full-blown everywhere. It developed gradually, keeping pace with audience demand and economic prudence—until these last few dizzy postwar years. Motion pictures got under way in the larger markets first, then fantailed.

Radio inventive genius will open new video vistas. When AM broadcasting began in 1920, the medium waves were the no-man's-land of the radio amateurs. Now the ultra highs accommodate FM, TV, international broadcasting, and the various safety, aviation, mobile and government communications services.

Radio's horizons remain unlimited. In tomorrow's allocations, the 500-mc TV band, as yet unharnessed, probably will be the low video road.

TV strides in seven-league boots.

Our Respects To—

SAM WILLARD TOWNSEND

SAM TOWNSEND remembers radio's formative years when the title "station president" meant little more than engineer, announcer, repair man and coffee maker. Today as president and general manager of both WARC Rochester, N. Y., and WKST New Castle, Pa., he still has few moments he can call his own, but his duties are considerably different from the old days.

Back in 1925 he was officially known as the assistant chief engineer of WADC Akron. Toward the end of that year he joined KFKB Milford, Kan., the first station of Dr. John R. Brinkley, the goat-gland specialist.

Again in 1926 he switched stations and also titles, becoming manager—and engineer in addition—of WMBW Youngstown, Ohio, which later was sold to WKBN. The young Mr. Townsend must have been suffering from very restless feet in those days, because before the year was up he had moved again; this time to WFJC Akron, the forerunner of WGAR Cleveland. There he added the title of secretary to his manager-engineer status.

Maybe it was the "secretary" adjunct that attracted him, but whatever it was, he stayed with WFJC for four years, until 1931.

At that time he joined WJAY Cleveland—the forerunner of WCLE, which is now WHKK in Akron. At WJAY he was chief engineer and assistant to the president. Also in 1931 he doubled in brass as the secretary, treasurer and general manager of WALR Zanesville, Ohio (now WHIZ).

By this time it began to look as if Mr. Townsend was trying to set a record for having more titles with more stations—especially those that changed their call letters—than any man in the industry. For in 1932 he also became secretary, treasurer and general manager of WJW Akron, now WJW Cleveland.

The following year he severed his connections in Zanesville and remained in Akron until 1939 when he became president, treasurer and general manager of WKST New Castle, Pa. In his "spare time" Mr. Townsend was president, treasurer and chairman of the board of the old Keystone Broadcasting Co. of Ohio and Pennsylvania.

He has finally settled down—if one can settle in two places at once—at WARC and WKST. He owns controlling interest in both. Incidentally, WARC is a basic ABC affiliate; WKST is basic Mutual. Recently the ABC network officials lauded Sam Townsend as the only man to set a date for a station opening and keep it. Four years to the day after FCC

(Continued on page 60)

WOAI Clients Have Had a WONDERFUL winter!

Don't get us wrong—the *weather* in San Antonio has been "unusual" like everywhere else. Of more importance to sales-minded time buyers is the fact that WOAI has commanded the lion's share—and a bit more—of the radio audience, straight through since October. The table below gives the picture for weekday mornings. Weekday afternoons and Sunday through Saturday evenings show an even greater WOAI Share of Audience. Your nearest Petry office can tell you the whole story of WOAI Superiority.

Share of Audience, Monday thru Friday 8:00 a. m. - 12:00 noon

(Source: Hooper Station Listening Index Reports)

	Sets in use	WOAI	B	C	D	E	F	G	FM & Others
Oct.-Nov.	15.8	31.2	25.5	4.4	2.7	9.0	19.5	7.2	1.5
Nov.-Dec.	16.5	30.0	26.2	4.4	3.9	7.7	16.8	9.8	1.2
Dec.-Jan.	17.3	31.3	23.9	5.5	4.6	6.8	15.4	11.2	1.3
Jan.-Feb.	18.6	34.0	24.0	4.6	4.7	5.3	15.8	10.7	0.9

25 Years of Service ★ WOAI San Antonio ★

NBC ★ 50,000 WATTS ★ CLEAR CHANNEL ★ TQN

By any check you use—it's **WOAI**

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Sell 'em v

while they're hot!

. . . you can't afford a Summer vacation

This Summer, more than a million of your customers will vacation in the Northwest's air-conditioned forests and 10,000 lakes. They'll have the time of their lives . . . spending $200,000,000.

This vacation spending—added to the regular buying of year-round residents—is one more reason why *retail purchases in WCCO's six-state Northwest territory are just about as high in the Summer as in any other season of the year*. $645,000,000 during June, July and August.

It's a $645,000,000 reason why you can't afford to give your Northwest advertising a Summer vacation.

To get the most out of your Summer advertising, use WCCO. According to last year's Hooper Reports, WCCO is the Northwest's most popular station in the Summer, just as it is during every other season of the year. And you'll keep good company. Thirty-seven national spot and local advertisers stayed with WCCO last Summer. Most of them plan a repeat performance this year. For Summer reservations, get in touch with WCCO or your nearest Radio Sales office. And sell 'em while they're hot!

WCCO-Sells 'em while they're hot!
50,000 WATTS • 830 KC • CBS
MINNEAPOLIS • ST. PAUL

Data supporting statistical summaries are available on request.

Represented by Radio Sales . . . Radio Stations Representative . . . CBS

Don't throw that book!

You don't have to.

Just ask any of the folks in the rich Memphis market, and they'll tell you.

They've formed the pleasant habit of listening to WMC, the Memphis NBC outlet, WMCF, the first FM station in Memphis and the Mid-South, and coming soon, WMCT (Television).

With 5000 watts day and night, WMC thoroughly covers the Memphis market where the buying power is concentrated. And WMC's strong signal at 790, right in the middle of the dial, makes for easy listening.

Get the facts from the nearest Branham man.

ALLIED CLINIC

AURAL RADIO and TV clinic for the Allied Stores and radio people associated with them has been set for April 28-30 in the New Yorker Hotel, New York, to familiarize those attending with aural radio and television advertising practices.

Registration will open at 9 a.m. in parlors F and G of the hotel, followed by two sessions for Allied personnel only. Walt Dennis, aural radio and video director of Allied Stores, will explain the clinic's purpose at the 9:15 meeting, followed at 9:30 by an explanation of Allied personnel policies and responsibilities by W. Earl McCormick, vice president of Allied.

Other speakers on April 28 are: Burt Kaiser, Allied, "Allied's Merchandising Techniques"; Lee Hart, assistant director of broadcast advertising, NAB, "The Joske-NAB Study"; Howard P. Abrahams, sales promotion manager, National Retail Dry Goods Assn., "NRDGA Attitude Toward Radio Advertising"; Ray Hough, sales promotion manager, Maas Bros., Tampa, Fla., "Putting an Allied Radio Plan to Work."

Thursday, April 29—W. M. Dennis, sales promotion manager, Pomeroy's, Reading, Pa., and Priscilla Parker, radio director, Pomeroy's, "Sales Promotion Manager Looks at Radio"; Walt Dennis, Allied, "Allied's Merchandising Techniques Applied to Radio Advertising"; Meg Zahrt, radio director, Polsky's of Akron, Ohio, "Applying a Comprehensive Radio Plan to Overall Merchandising, Institutional and Beamed Planning."

ABC will be luncheon host at the clinic Thursday noon.

Afternoon speakers include: Tom Connolly, CBS sales promotion department, "Promotional Back-up in Display, Newspapers and Other Media to Support Radio Audience Circulation"; Harold Fair, NAB director of programs, "Programming to Build and Hold Audiences"; Lee Hart, NAB, "Copy Techniques"; Walt Dennis, "Direct Results and Checking Results"; Joe Dumond, president, KXEL Waterloo, Ia. and Kay Fillos, radio director, James Black Dry Goods Co., Waterloo, "Programming for the Rural Audience."

A cocktail party and dinner will begin at 6:30 in the hotel, with Milt Bacon, CBS, as toastmaster.

Friday, April 30—Kay Watkins, radio director, Heer's, Springfield, Mo., "The Women's Audience in a Small City"; Cathleen Sandrock, Allied, "National Tie-in Promotion, Editorial Hook-ups, Radio Copy, Etc."; Elaine Fox, Allied, "Evaluation Principles Applied to Radio Copy"; Meg Zahrt, Polsky's, moderator of open forum on ideas, programs, etc.; Frank Silvernail, radio timebuyer, BBDO, moderator of open forum summarizing national advertising techniques, etc.; Mr. Dennis, summary of radio sessions.

Friday afternoon—Sam Cuff, president of Storevision Inc., "Television—Past and Present"; Mr. Dennis, "Television Caravan and Afterward"; Mr. Cuff, "Storevision"; Noran Kersta, NBC manager of television operations, "The Future of Television"; Russel A. Brown, Allied vice president, closing remarks.

A tour of NBC studios is planned for Saturday morning.

CAB Community Radio Week Planned May 16-22

PLANS ARE nearing completion for the Canadian Community Radio Week to be held May 16-22. General Manager Jim Allard of Canadian Assn. of Broadcasters has been sending number of scripts, announcements and other items to CAB member stations for local use during Community Radio Week.

Individual stations are planning special programs with local talent for the week's broadcast to emphasize the community work of the independent stations. All talks during the week feature the fact that none of the listener license fee ($2.50 annually) goes to the independent stations to pay for programs. Scripts also stress the goal of independent stations for an independent judicial licensing body along FCC lines.

Stores Plan Sessions In N. Y. April 28-30

Respects

(Continued from page 56)

granted the CP, WARC beamed its 1000 w over 950 kc.

A strong tip-off on the way he operates, is that after only 90 days of broadcasting WARC signed Sibley, Lindsey & Curr, said to be the largest department store between New York City and Buffalo, to a one-year non-cancellable contract for the 7 to 8 a.m. time slot Monday through Friday.

Being the type person who throws himself into his work and hobbies as well, it was only natural that with his love of boating, Sam Townsend should join the Navy. Paralleling his station activities, he has been in the Naval Reserve since 1925. As a lieutenant, j.g. he served at the Shore Radio Station for the trial flights of the USS Akron. He was the shore communications officer for the USNR radio station, NID, through May 1941, at which time he entered permanent active war service in the Navy. From time to time he had been on temporary active duty before 1941.

In the succeeding five years he became lieutenant commander, commander, and finally captain, serving as communications officer of the Fourth Naval District, Philadelphia Navy Yard. Then he became task force communications officer, and as such saw service in the North Atlantic on the staff of a vice admiral. Toward the end of the war he was communications and special devices officer for the "Lighter Than Air" anti-submarine research for the Navy chalking up over 1000 air hours.

The 42-year-old Sam Townsend is a "joiner." He is a 32d degree Mason, Elk, Shriner, Eagle, and is a member of the Rochester Club at Rochester, N. Y., and the New Castle, Pa., Yacht Club. He is still quite a yachtsman, holding a card in the Erie Yacht Club where he now docks his 40-footer.

Romance entered his life when he met Wanda Wynder, Mrs. Townsend since Jan. 11, 1941. They are the parents of two boys, Sammy, 5½ and Kim, 2½.

Despite his past and present record of crowding scores of business, social and civic activities into his life—even doubling up on two fulltime jobs—he manages to do a top job with all his activities. He does it, he says by "getting up early and staying up late."

Management

TOMMY CUTRER, former program director of WSLI Jackson, Miss., has joined WAPF McComb, Miss., as station manager.

MARTIN TOBIN, former announcer with WGR Buffalo for over five years, has been appointed manager of KWAT Watertown, S. D.

ALLAN CURNUTT, who joined KCBC Des Moines last June in an executive capacity, has been appointed general manager. He has been in radio for over ten years, having previously served as general manager of WOSH Oshkosh, Wis.; executive vice president and part owner, WMAM Marinette, Wis.; account executive of WTMJ and WTMJ-FM Milwaukee; general manager, WCLO Janesville, Wis., and salesman for WIBA Madison. Mr. Curnutt also has been active on committees of NAB. Prior to entering radio he had been in newspaper field for ten years.

Mr. Curnutt

ARTHUR HULL HAYES, WCBS New York general manager, has been appointed radio committee chairman of Cardinal's Committee of the Laity for the 1948 fund appeal of New York Catholic Charities.

H. GORDON LOVE, president and managing director of CFCN Calgary, has been elected president for 1948 of Calgary Board of Trade.

ARTHUR SIMON, executive vice president of WKBK Buffalo, has been awarded a Merit Award for "outstanding community service" by Buffalo Junior Chamber of Commerce.

JAMES R. CURTIS, president of KFRO Longview, Tex., has been appointed an "Honorary Colonel" under laws of State of Texas.

5000 WATTS SOON!

CBS EL PASO KROD

KEY STATION-SOUTHWEST NETWORK

"Always giving something extra!"

*Just ask your
Raymer representative

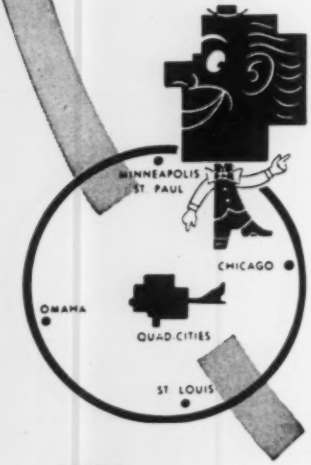
WOC

FIRST in the QUAD Cities

The 40th retail market

DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"FIRST to broadcast from a State Legislature."



WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Col. B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

Dellinger Retires From Government

Propagation Scientist Remains In Consultant Capacity

DR. J. H. DELLINGER, first official chief engineer of the Federal Radio Commission, predecessor to the FCC, will retire April 30 after 40 years of government service.

The world-renowned radio allocation and propagation scientist has been chief of the Central Radio Propagation Laboratory of the U. S. Bureau of Standards for the past two years and prior to that was chief of the radio section of the Bureau for 25 years.

Dr. Dellinger will become radio consultant and advisor for a number of companies and organizations following his retirement and will also continue as chairman of the Radio Technical Commission for Aeronautics, a post he has held since 1941 when the commission was formed. He is also chairman of the Radio Technical Commission for Marine Services and heads the Washington Provisional Frequency Board Liaison Committee.

He plans to attend sessions of the PFB at Geneva, Switzerland in June and the International Radio Consultative Committee meetings in Stockholm in July this year.

Dr. Dellinger became physicist at the National Bureau of Standards in 1907, was chief of the radio section of the Bureau from 1919 to 1946 and was appointed chief of the radio propagation laboratory in 1946.

He served as chief engineer of the Federal Radio Commission from 1928 to 1929 and as chief of the radio section, research division, of the Commerce Department's Aeronautics Branch from 1926 to 1934.

During World War II he organized the Interservice Radio Propagation Laboratory and served as a member of the Wave Propagation Committee of the Joint Communications Board of the U. S. Joint Chiefs of Staff. He also saw service with the National Defense Research Committee.

During three different periods, 1935, 1939 and 1941, he served as vice president of the Washington Academy of Sciences and was active on the Sectional Committee on Radio of the American Standards Assn. He authored a number of articles, books and papers, many published by the government and in various electrical and physical periodicals, on electrical properties of copper, mathematical and electrical subjects and the science development and applications of radio. He is also radio editor of Webster's Dictionary.

NEWLY REVISED and expanded edition of "RCA Receiving Tubes for Television, FM, and Standard Broadcast," has been announced by RCA Tube Dept. Priced at ten cents, new edition is available from RCA Tube Distributors or Commercial Engineering Section, RCA Tube Dept., Harrison, N. J.

Production

TED ESTABROOK, former studio director of WFIL-TV Philadelphia, has been appointed program director of WAAM, new Baltimore video station to begin operations in June. Mr. Estabrook peviously made television shorts for his own company and before that was with OWI. He also had been with RCA and with several New York agencies as a television director.

G. DARE FLECK, traffic manager at KDKA Pittsburgh and a pioneer of radio, retired from active duty April 1 after 42 years with Westinghouse Electric Corp. and Westinghouse Radio Stations Inc. He began his work in radio in December 1920, one month after KDKA began operations. His first duties were those of "checker" of all programs. Before joining KDKA he spent 14 years with Westinghouse doing editorial work in company's publications section and after two years with KDKA he became editor of company's publication, "Radio Broadcasting News." Mr. Fleck was program director of KDKA from 1924 to 1932 when he became traffic manager. JOHN GORDON KRESGE, music librarian at KDKA since 1939, succeeds Mr. Fleck as traffic manager.

Mr. Fleck

DICK NOEL, former program manager of WTTH and WTTH-FM Port Huron, Mich., has joined announcing staff of WMAL and WMAL-TV Washington.

PERRY COMO, who is heard three times weekly from New York on "Chesterfield Supper Club," April 19 moves to Hollywood and will be heard twice weekly on that show. JO STAFFORD moves to New York to be heard three times weekly on the show, and her conductor, PAUL WESTON, also transfers to New York. LLOYD SHAFFER, conductor for Mr. Como, will go west for the Hollywood broadcasts. Remainder of casts is unchanged.

WILLIAM K. TREYNOR, assistant to sales manager of WOL Washington, has been appointed to additional post of director of traffic and continuity.

PATRICIA COOK has joined continuity staff of KGVO Missoula, Mont.

ANN SUMMERS, CBS actress, and ROBERT MANN, CBS manager of program sales, are to be married late in April.

CHUCK ACREE, co-manager of Feature Productions, March 29 took over production duties of ABC's "Terry and the Pirates," Chicago-originated juvenile series. He replaces FRED KILIAN, network staff producer. Other personnel surrounding ABC-owned show remains the same. Feature Productions packages "Ladies Be Seated" and "Hint Hunt," latter of which features Mr. Acree as mc.

BILLY MARSHALL, leader of former orchestra at WPEN Philadelphia, is returning to the station as disc m.c.

BILL PARKER and BOB ROBBINS have joined WGAT Utica, N. Y., as announcers.

BILL HARVEY, formerly with WFIL Philadelphia and WINR Binghamton, N. Y., has joined announcing staff of WEAT Lake Worth, Fla.

DONALD F. STEVENS, formerly with WJSW Altoona, Pa., and WGBI Scranton, has joined WSB Atlanta, Ga., as announcer.

JIM WRIGHT, announcer with WEAT Lake Worth, Fla., and Doris Scully have announced their plans to marry on April 12.

PAUL SIMPKINS, former chief announcer of WJXN Jackson, Miss., has joined WAPF McComb, Miss., as program director.

AILEEN KERWIN, new to radio, has joined studio staff of CFCH North Bay, Ont.

VIRGINIA BRUCE, movie actress, has been signed as feminine lead for Rexall Drug Co. "Rexall Theater" series, starting weekly June 30 on NBC. Rest of cast includes PAT O'BRIEN and FRANCIS X. BUSHMAN. N. W. Ayer & Son, Hollywood, services account.

JIMMY POWELL, chief announcer of KGIL San Fernando, has been named program director in addition to other duties.

ARTHUR HELPS, producer of "Town Meeting in Canada," program on CJOR Vancouver, has been awarded second honorable mention in Captain Vancouver Trophy contest of Vancouver Tourist Assn., for work on this public service program, which is recorded for use on 12 other Canadian stations besides CJOR.

JIM McKIBBEN, former writer-producer of KFI Los Angeles, has been appointed program manager of KIDO Boise.

New WKPT Studios

STUDIOS of WKPT Kingsport, Tenn., completely destroyed by fire in September, 1946, have been restored and formally reopened. The new studios have been expanded to permit separate programming of both the AM and FM stations. Two controls rooms and three studios, one 30 by 40 feet and two 16 by 20 feet, have been provided in the air-conditioning building.

In Utah -

— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the *popular* station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

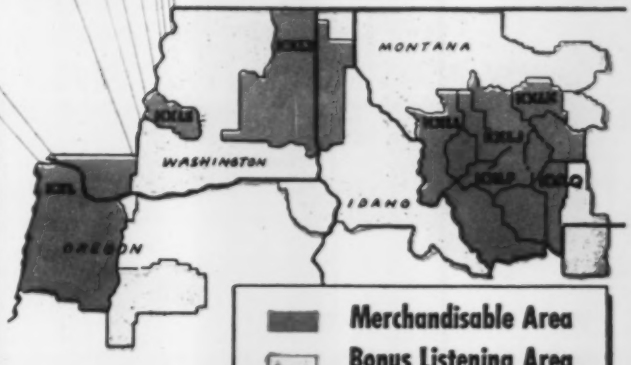
National Representative:
John Blair & Co.

KING JOINS

FULL-TIME 10,000 WATT STATION

ANOTHER MILLION LISTENERS FOR PNB

11 Stations



Buy WITH A...

SINGLE CONTRACT

THE PACIFIC NORTHWEST

Buy PNB

NOW SERVING 3½ MILLION PEOPLE

PACIFIC NORTHWEST BROADCASTERS

Orpheum Bldg.	Symons Bldg.	6381 Hollywood Blvd.	Box 1956	The Walker Co.	Smith Tower Bldg.
PORTLAND, OREGON	SPOKANE, WASH	HOLLYWOOD, CALIF.	BUTTE, MONTANA	551 5th Ave., NEW YORK	SEATTLE, WASH.

VARIETY PLAQUE

WSM

In these days of tightened purse-strings and heightened competition for billings, many are the stations inclined to let a network feed them, filling in their local periods with a couple of disk jockeys and a big stack of records. Not so Nashville's WSM. In a city of only 175,000, this "air castle of the South" maintains an amazing total of 200 entertainers on its talent staff —a policy which it has made to pay off in a score of ways, not the least of which is an enviable roster of public service programming. As a result of its gamble, the station can boast that its vast stable of live talent not only is supporting itself, but is available for a spread of public service airers, the like of which few stations could duplicate. WSM's special dish is corn—hillbilly, cowboy, folk music. The folks down Tennessee way love it, and WSM gives it to them, not from e.t.'s, but live, through such favorites as Roy Acuff, Red Foley, Francis Craig, Cowboy Copas, Minnie Pearl, Snooky Lanson, etc.

To inject real life into its public service projects, the station has but to pluck from this roster. WSM, for instance, plugged farm safety for a solid year, using live dramatic stanzas. Currently, the station is doing a 52-week series on the Freedom Train and America's heritage. WSM's 90-minute midday sequence for the farmers (and not a minute of it is for sale), gets full-fashioned talent treatment. Ditto the station's kiddie shows. Station has cashed in on the hit-tune popularity of "Near You," composed by its own disk jockey Francis Craig; Acuff and other WSM staffers are well up from among record faves in their field. WSM originates eight NBC shows. It regularly airs waxed BBC shows, in turn sends its own folk music to Britain. It all adds up to a bright example of how to run a radio station.

AWARDS FOR 1947

How to Run a Radio Station—WSM

No, this character isn't typical of WSM engineers — or of the rest of the staff for that matter.

But confused?

Sure, there are times in our 22 years of operation when we've felt as confused as he looks.

But we've never stopped trying. That's why we feel simply and sincerely grateful to Variety for having pointed to our operation last year with the citation, "How to Run a Radio Station".

It's nice to be told that the sweat of your brow has paid off with recognition. It's especially nice when it comes from a source so highly respected by the radio industry. This Variety Showmanagement Award is incentive to continue trying to do the best radio job of which we are capable.

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives

50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

WSM

NASHVILLE

April 2 Decisions . . .

BY COMMISSION EN BANC

Petitions Denied

Blackhawk Bcstg. Co., Sterling and WTAX Springfield, Ill.—Denied petitions of Blackhawk Bcstg. Co. and WTAX each requesting severance, reconsideration and grant of their respective applications which have been designated for hearing in consolidated proceeding.

Petition Granted

KWK St. Louis—Granted petition requesting that Commission revoke its order of Sept. 19, 1947, designating for hearing application of KWK to change facilities, and that it reinstate CP granted April 30, 1947, on cond. that it protect WTSP St. Petersburg, Fla., WMBG Richmond, Va.; accepted supplement to said petition, and technical exhibit submitted therewith as amendment to above application, and granted application to increase N power from 1 to 5 kw, install DA-N subject to reaffirmation by CAA of its approval of trans. site and ant. system.

Designated for Hearing

David Harold Woolridge and WDIA Memphis, Tenn.—Designated for consolidated hearing applications of David Harold Woolridge for new station 1240 kc 250 w unl. and application of WDLA to change from 730 to 1240 kc, 250 w unl.

Williamson Bcstg. Corp., Pikesville, and Big Sandy Bcstg. Co., Paintsville, Ky.—Designated for consolidated hearing application of Williamson Bcstg. Corp. with that of Big Sandy each requesting new station 1490 kc 250 w unl.

Lakeland Bcstg. Corp., John R. Tomek, and Rib Mountain Radio Inc., Wausau, Wis.—Designated for consolidated hearing applications of Lakeland and Tomek each requesting 1230 kc 250 w unl. and Rib Mountain for same frequency with 100 w unl.

WDBC Escanaba, Mich.—Designated for hearing application to change facilities to 680 kc 1 kw unl. DA in consolidated proceeding with application of WRNY and made WMAQ Chicago party to proceeding.

ACTIONS OF THE FCC

APRIL 2 to APRIL 8

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

Manistee Radio Corp., Manistee, and Door County Bcstg. Co. Inc., Sturgeon Bay, Wis.—Designated for consolidated hearing application of Manistee, with application of Door County each requesting new station 1340 kc 250 w unl.

Modification of CP

WEBR Buffalo, N. Y.—Granted mod. CP to make changes in tolerances of directional pattern and to remove cond. clause; engineering cond.

Petition Granted

Rochester Bcstg. Co., Rochester, Minn.—Granted petition requesting reconsideration of Commission's action in designating for hearing its application for new station; removed said application from hearing and granted same as amended, 970 kc 1 kw-N 500 w-D, change trans. site and changes in DA pattern. (DA-2).

Modification of CP

WPRP Ponce, P. R.—Granted mod. CP to make changes in DA.

Petition Denied

Syndicate Theatres Inc., Columbus, Ind.—Denied petition requesting immediate grant of application for new station 1130 kc 500 w D.

W9XHZ Sarkes Tarzian, Bloomington, Ind.—Denied petition for continuance of hearing now scheduled April 7, on application for renewal of developmental broadcast station license. (Comr. Jones voted to grant petition in part.)

ACTIONS ON MOTIONS

(By Commissioner Sterling)

Granite City Bcstg. Co., St. Cloud, Minn.—Granted petition for extension of time to file proposed findings and the time was extended to April 12.

The Windham Bcstg. Co., Willimantic, Conn.—Granted petition for continuance of hearing scheduled for April 5 to June 4.

Kickapoo Prairie Bcstg. Co. Inc., Springfield, Mo.—Granted petition for continuance of hearing from April 5 to June 4.

Capitol Bcstg. Co. and WSWZ Inc., Trenton, N. J.—Granted joint petition for continuance of hearing from April 5 to April 26.

WHIP Silver Spring, Md.—Granted petition for leave to amend application for mod. CP to show additional stock subscription by Sol Alpert, etc.

KCMO Bcstg. Co., Kansas City—Granted petition for leave to amend TV application to add additional information relative to proposed method of financing construction.

R. I. Bcstg. Co., Providence, R. I.—Granted petition for leave to amend its application for FM CP to specify revised trans. site.

Variety Bcstg. Co., Dallas, Tex.—Dismissed as moot petition to designate application in consolidated hearing with certain other TV applications in Dallas.

Robert F. Wolfe Co., Fremont, Ohio—Granted petition for leave to amend application to specify 900 kc 500 w D instead of 1430 kc 1 kw D and application was removed from hearing docket.

S. H. Patterson, San Francisco—Granted petition for leave to amend application for TV station to show revised information on initial installation costs.

Southern Massachusetts Bcstg. Corp., New Bedford, Mass.—Granted petition for leave to amend application to show resignation of Max Kramer as president and director of applicant corporation, etc.

Howdy Folks Bcstrs., Tulsa, Okla.—Granted petition to dismiss without prejudice application.

Radio Diablo Inc., San Francisco—Granted petition for leave to amend TV application to specify San Jose as location of main studio instead of San Francisco, and application was removed from hearing docket.

Woodward M. Ritter, San Bernardino, Calif.—Granted petition to dismiss without prejudice application.

Cherry & Webb Bcstg. Co., Providence, R. I.—Granted petition for leave to amend TV application to show increase in power and changes in make and type of trans. and frequency and modulation monitors.

WCFL Chicago—Granted petition for continuance of hearing scheduled for April 5 to May 5.

WEAM Arlington, Va.—Granted petition for continuance of hearing scheduled for April 8 to May 14.

WHLD Niagara Falls, N. Y.—Granted petition for continuance of consolidated hearing scheduled for April 7 to May 3.

Beaver Valley Radio Inc., Beaver Falls, Pa.—Granted petition for leave to amend application to specify 1050 kc instead of 830 kc, etc., and application was removed from hearing docket; further ordered that application of WZHD Inc., Warren, Ohio, be removed from docket.

Jorama-Fer Radio Corp. and Caguas Radio Bcstg. Inc., Caguas, P. R.—Continued consolidated hearing scheduled for April 9 to May 13.

United Bcstg. System, Van Nuys, Calif.—Granted petition insofar as it requests leave to amend application to change applicant from partnership to corporation with name United Nations Bcstg. Corp., and location from Van Nuys to San Francisco, show revised financial information, etc.; denied petition insofar as it requests removal from hearing docket.

Crescent Broadcast Corp., Shenandoah, Pa.—Continued hearing scheduled for April 7 to May 6.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Continued hearing scheduled for April 6 to April 21.

KPHO Phoenix, Ariz.—Denied petition to reopen record in re Docket 8580 et al.

Radio Courier Inc., East Liverpool, Ohio—Denied petition requesting Commission to accept and add to record in consolidated hearing on its application and that of East Liverpool Bcstg. Co., resolution relative to give-away or similar type radio programs.

The Connecticut Electronics Corp., Bridgeport, Conn., et al—Ordered that in addition to hearings scheduled April 5-7 at Bridgeport, White Plains and Huntington, N. Y., additional hearing be scheduled for April 8 at New York.

Commission scheduled time and place for hearings on following TV proceedings, as shown:

Neptune Bcstg. Corp. et al at Atlantic City, N. J., July 19.

Radio Station WSOC Inc. et al at Charlotte, N. C., June 23.

Eurith Dickinson Rivers Jr. et al at Atlanta, Ga., June 28.

KSAL Inc. et al at Washington, D. C., May 3.

New England Television Inc. et al at St. Louis, July 12.

Balboa Radio Corp. et al at San Diego, Calif., June 21.

Susquehanna Bcstg. Co. and Triangle Publications Inc. (TV applications) at York, Pa., July 1.

New England Television Co. Inc. et al at Kansas City, July 5.

(By Commissioner Jones)

Lincoln Bcstg. Co., Springfield, Ill.—Granted petition to amend application to specify 500 w-N instead of 1 kw-N, etc.

WMMJ Peoria, Ill.—Granted petition to amend application to show changes in use of DA-D.

WMUS Muskegon, Mich.—Granted petition for enlargement of issues in re its application and that of Grand Haven Bcstg. Co. and ordered record reopened for further hearing April 19.

Continued hearings on following proceedings as shown: KRGV Inc., Weslaco, Tex., from April 1 to May 14; Parish Bcstg. Corp., Minden, La., from April 2 to April 27; Frequency Bcstg. System Inc., Shreveport, La., from April 1 to May 26; WTOM Bloomington, Ind., from April 1 to June 1; Louis G. Baltimore, et al, Wilkes-Barre, from April 1 to April 19, at Wilkes-Barre; Western Washington Bcstg. Corp., Puyallup, Wash., from April 2 to April 30.

Scott County Bcstg. Co., Sikeston, Mo.—Granted petition to dismiss without prejudice application.

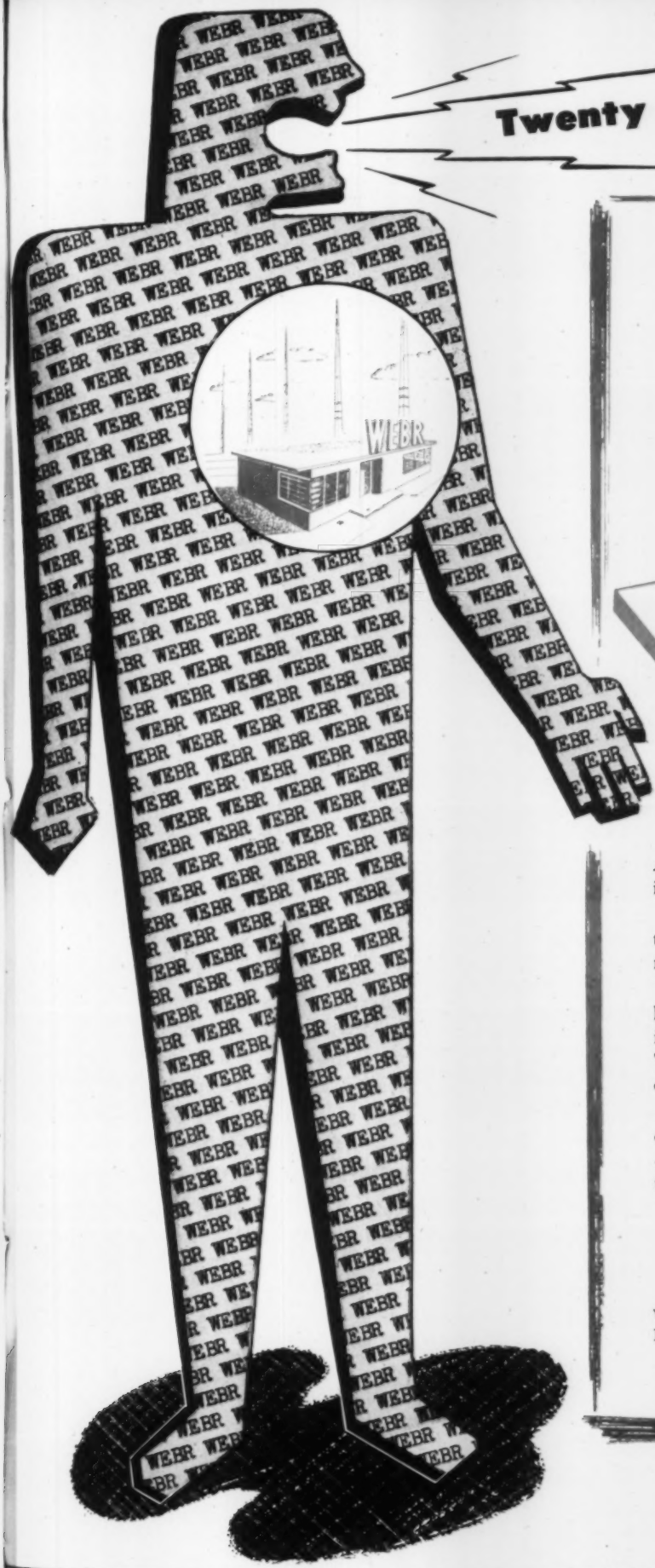
April 5 Decisions . . .

BY THE COMMISSION

Northwest Bcstg. Co., Minneapolis—

(Continued on page 98)

CHAMP
That's the way sponsors feel about the sales job WSGN can do. For WSGN's champion programs build the audience, and you carry off the sales. Let WSGN help do a job for you, too.
WSGN
ABC
610 KC
ALABAMA'S BEST BUY FAR!
WSGN
WSGN-FM
THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama
Headley-Reed, National Reps.



Twenty times MORE Power!

Buffalo's New Radio Giant is WEBR

now 5,000 watts on 970 kc

ALL of Buffalo's billion-dollar market today lies within WEBR's new radio zone.

A new wavelength — 970 kc — and a new 5,000-watt transmitter plant have changed Western New York's radio map overnight.

WEBR is trumpeting the news into virtually EVERY home in the area — with full-page newspaper advertising, daily spot radio schedules, street car and bus "dashes." Our aim is to add hundreds of thousands of listeners to WEBR's long established audiences.

Before you buy radio advertising in Buffalo NOW — check what your dollars will buy on the *new* WEBR — the station with the *strongest* signal over the *richest* trading areas in upstate New York.

WEBR, Inc.

The Buffalo Courier-Express Station

WEED & COMPANY,
National Representatives

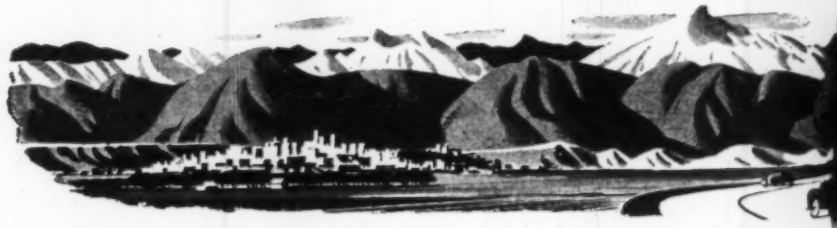
MUTUAL
Broadcasting System

IS THE OUTSIDE AUDIENCE PAYING ATTENTION TO YOUR SHOW ON THE PACIFIC COAST?

NO MATTER how good your radio show is, if the Pacific Coast outside audience isn't paying attention to it, you aren't getting your money's worth. And they can't pay attention unless your show is on Don Lee. Only Don Lee completely covers the inside market plus the 5½ billion dollar outside market (the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). A C. E. Hooper 276,019 coincidental telephone-call survey proves this

THOMAS S. LEE, *Pres.* • LEWIS ALLEN WEISS, *Vice-Pres., Gen. Mgr.* • SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network

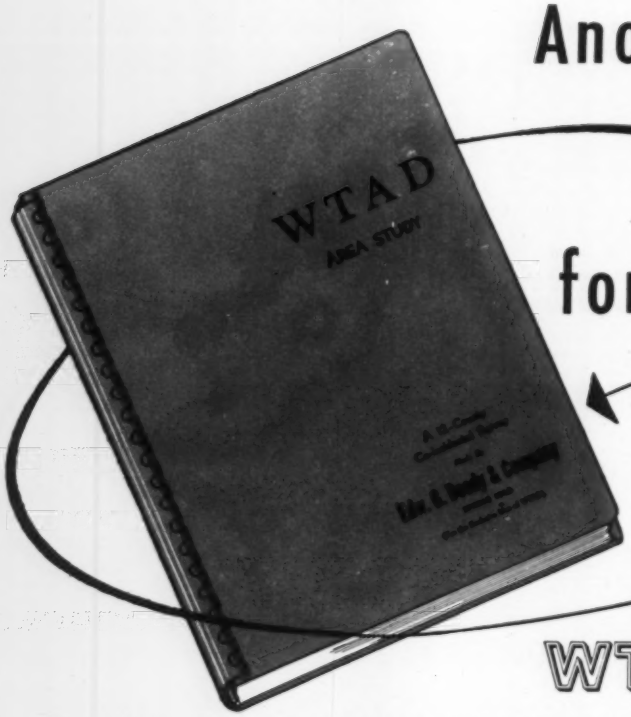


Only Don Lee provides enough *local network stations* so that all the people can hear your show. Don Lee has 44 local stations, two and three times as many stations as any of the other Pacific Coast networks. *Local network stations* are a necessity for reception on the Pacific Coast, where most markets are surrounded by high mountains (up to 15,000 feet), and reliable long-range reception is impossible. Remember: if your show is good, it deserves the largest possible audience on the Pacific Coast. You can get this *only* with Don Lee.

5515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Company

Mutual
DON LEE
BROADCASTING SYSTEM

Another conspicuous *first* for Lee stations



WTAD QUINCY, ILLINOIS

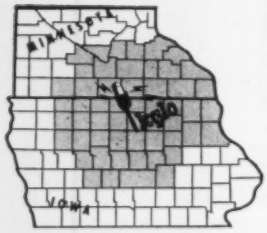
NOW OFFERS CONCLUSIVE PROOF OF AREA DOMINANCE BASED ON NEW DOODY COINCIDENTAL

FOR THE FIRST TIME, advertisers and advertising agencies can look at coincidental program ratings covering the 12 counties that comprise the heart of the prosperous Quincy market, and core of the WTAD 34 county BMB audience. Edward G. Doody has just completed the most comprehensive area survey ever made in the Quincy market. These figures give a true picture of WTAD listeners in both rural and urban areas as shown in the sample. A similar study is proposed for KGLO, Mason City and should soon be available.

You can reach a greater number of potential buyers over KGLO and WTAD in their areas than with all other stations combined. For details contact your Weed Office or Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

Available April 15

Lee STATIONS ARE DOMINANT STATIONS IN THESE RICH MARKETS

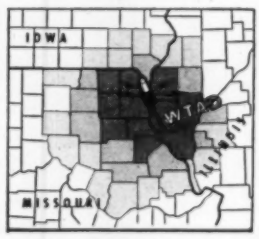


kglo MASON CITY IOWA

1300 K.C., 5,000 Watts · CBS Affiliate

COVERAGE—29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGLO-FM • 101.1 MC
Channel 266 ERP 16,000 Watts



WTAD QUINCY ILLINOIS

930 K.C., 1,000 Watts · CBS Affiliate

COVERAGE—34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa—core of productive Illinois-Missouri-Iowa agricultural region.

WTAD-FM • 99.5 MC
Channel 258 ERP 53,000 Watts

REPRESENTED BY WEED & COMPANY: NEW YORK • CHICAGO
DETROIT • BOSTON • ATLANTA • HOLLYWOOD • SAN FRANCISCO

TV Formula

(*Continued from page 26*)

RCA, General Electric Co., and DuMont, covering several proposed stations, and also the experience of CBS at WCBS-TV New York for several years.

Television equipment component costs are figured subject to the from 5 to 20% escalator clause which is in effect on most items at the present time. These costs are divided into four principal divisions: Transmitter, studio, telecine (film), and portable remote equipment.

The transmitter costs include antenna, $3,000 to $16,000; transmitter (5 kilowatt including tubes, input and monitoring equipment) $77,000 to $96,000; test equipment (more than one set may be required) $5,000 to $10,000; antenna supporting structure tower, $1,000 to $50,000 and building, $12,000 to $40,000. It should be noted also that the DuMont 500-watt transmitter with accesories can be had for $35,000.

Studio costs include: Camera chain (I.O. tube, electronic view finder, control chassis and unit, power supplies, cable, three lenses, video monitor) $15,000; miscellaneous video and audio components such as the sync generator $4,000; master video monitor $2,000; lenses $400; camera dolly $3,400; camera pedestal and friction head $2,800; portable video monitor $1,000; monoscope or flying spot scanner $2,000; optical multiplexer $250; distribution amplifier $515; video jack panel, plugs and patchcords $800; studio camera switching unit $5,500; portable audio facilities $1,200; camera tube $1,200 and turntables $450 to $650, audio consoles $3,000 to $12,000; lighting $1,200 to $15,000.

The telecine component costs include film projectors, 35mm $10,000, 16mm $4,000, baloptican projector $2,500, film camera $12,000.

Portable remote equipment included are the mobile unit (truck) $3,000 to $11,000; dual camera chains (2 cameras and control units, switcher and master monitor sync generator, power units, cable and lenses), $32,500; and radio relay (7000-mc transmitter, receiver, antennas, power and control units, and other accessories) $11,000.

Costs listed are realistic, but they vary to a considerable degree, dependent upon local conditions and circumstances, grade of service proposed, availability of AM and FM personnel and facilities, location and site conditions, and salary scales.

Heavy emphasis also is placed on the fact that depreciation charges, broadcast rights or other program costs such as talent, film (rented, raw or stock), news services, photos, art work, records and transcriptions program pick-ups (including gratuities) and other costs relating to the aforementioned are NOT reflected in the analysis.

The data does present ample equipment and cost information to enable a prospective licensee to modify the material conveniently to conform to any practical plan of program structure, systems design, and station operation.

Determination of a proposed program schedule is prescribed as the first step necessary in establishing station facilities and operating personnel requirements. CBS's recipe for preparing a typical week's schedule includes consideration of time, type (network, remote, film or studio), and location of each program contemplated. Unless this work is accomplished, CBS says, it is impossible to accurately determine estimated capital and operating costs.

In the following analysis of capital and operating costs for all four types of stations, it was assumed that test pattern, with sound, would be transmitted to a limited extent and in the case of larger stations, four or five hours per day. Rehearsal time requirements were also taken into consideration.

Descriptions of station types and analysis of costs follows:

TYPE "A" STATION

A 500 watt video, 500 or 250 watt audio transmitter operated as a network outlet station. Facilities are provided for audio break identification announcements and the transmission of test pattern with recorded sound. A minimum of test equipment necessary to maintain equipment properly is included. Operating costs are based on 28 hour week of network program transmission plus a limited amount of test pattern broadcasts.

ESTIMATED CAPITAL COSTS

Range: $60,000-$100,000 or more

Equipment:

1. Antenna system	$ 10,000
2. 500-watt trans. inc. audio/video control, monitoring, test, recording equipment	45,000
3. Monoscope (or equivalent unit), sync generator, etc.	7,000
4. Misc. equipment items	2,000
5. Installation	2,500
6. Contingencies (10%)	6,650
	$ 73,150

Site and Building Construction:

7. *Site procurement, development	3,000
8. Building, incl. services (or building alterations)	12,000
9. Antenna supporting structure	5,000
10. Miscellaneous items	1,500
11. Contingencies (10%)	2,150
	$ 23,650
	$ 96,800

*Items 7-11, inclusive, of variable cost depending upon local circumstances.

ESTIMATED ANNUAL OPERATING COSTS

Range: $12,000-$20,000

Based on 28 hours per week of network programs, plus limited pattern

(*Continued on page 87*)

Upcoming

April 21: Hearings on Liquor Advertising Bills (S-265, S-2352, S-2365) before Senate Interstate Commerce, Senate Office Bldg., Washington.
April 23: Radio Conference, Lindenwood College, St. Charles, Mo.
April 26-28: IRE-RMA Spring Meeting, Syracuse Hotel, Syracuse, N. Y.
April 27-29: Radio Farm Directors, Dept. of Agriculture, Washington.
April 28-30: AIEE North Eastern District Meeting, New Haven, Conn.
April 30-May 3: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 3-6: CAB Directors Meeting, Royal York Hotel, Toronto.
May 5-6: FMA Region 4, Statler Hotel, Washington.
May 7: Oral Argument before FCC on political interpretations, WHLS Port Huron, Mich., at Washington.
May 17-21: NAB Convention, Hotel Biltmore, Los Angeles, Calif.

KTLA, Paramount Video, Signs Five New Sponsors

KTLA Los Angeles, the Paramount Pictures television station, last week announced the signing of five new sponsors—two for spot campaigns and three for participation shows.

Kierulff & Co., Los Angeles dealer for Motorola radios, has signed for a 26-week spot announcement campaign, through W. B. Ross and Assoc. The Walco Sales Co., distributor of the Walco Tele-Vue lens, will sponsor a 13-week series of Sunday evening spots, through Sheck Advertising Agency, Newark, N. J. Participations in KTLA's *Shopping at Home* show have been bought by the Alpha Beta Food Markets, through Warren P. Fehlman Advertising Co., United Rexall Drug Co., through BBDO, and Eastern - Columbia Department Store, through the Stodel Agency. All of the agencies named except Sheck are in Los Angeles.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES: IN QUINCY 522 IN WASHINGTON MET. 0522

Gates Radio Company Quincy Illinois

Keeping Rates DOWN and Sponsors' Sales UP *in the Detroit Area*

5,000 WATTS at 800 Kc.

• Mutual System •

CKLW

J. E. Campeau, President

•

ADAM J. YOUNG, JR. INC.
National Rep.

H. N. STOVIN & CO.
Canadian Rep.

In Oklahoma City
KOMA
50,000 WATTS
Joe Bernard—Gen. Manager
Avery-Knodel, Inc.

Feature of The Week

(Continued from page 19)

member of the city administration is as well-known to Youngstown people as Arthur Godfrey or Fibber McGee. Conversations on busses, in restaurants, at offices or on the street are very likely to get around to a discussion of a parliamentary maneuver engineered by a party "bloc" in city council or speculation on how the council will vote on a new police department ordinance.

And all because of radio.

Both Youngstown stations now regularly broadcast proceedings of the city council. Response to the programs has been solid, not only from the standpoint of listeners, but also from the standpoint of public attitude towards city government. Councilmen, from both parties, have publicly thanked Youngstown broadcasters and urged them to continue the service.

In January 1946, the WKBN news department, eager to do spot pickups with its wire-recorder, decided to record a council meeting that promised to be particularly interesting. When we finished editing the wire and tying the program together with our own commentary, we found that we had a listenable, interesting 30-minute show. We put it on the air the night of the meeting. Response was spotty. But response at all surprised us. So we continued to lug the recorder to council chambers every week and pick up those portions of the meeting we thought might be broadcastable.

Initially, we feared some sensitive political toes might be stepped on, in spite of all efforts to be impartial. To date, WKBN has not had one such complaint.

Today, city councilmen are extremely conscious of the voter's sensitive ear. There is an air of decorum about the meetings. Parliamentary rules are closely followed. The new air of dignity surprises even the councilmen. But, being in the rough and tumble business of politics, members of the city legislative body aren't all sweetness and light. There are still angry debates and factional wrangles which the listeners eat up. It was a rare day, before the era of the microphone, when a councilman prepared a speech. Now, it is commonplace for a legislator to remove a script from his pocket and check his mike position before launching an attack on the opposition or endorsing new legislation. It makes for more sensible meetings, for sounder thinking and, certainly, for better government.

Add Liveliness

By eliminating dull portions of proceedings, city government becomes a lively, stimulating and interesting radio program that draws Youngstown listeners week after week.

At the beginning of 1948, Youngstown's other station, WFMJ also began airing the council meetings, first by direct broadcast and later by lateral transcription. WFMJ uses an adaptation of the record-edit - add - commentary system that WKBN has also found to be most satisfactory.

With both stations airing council meetings, the city fathers are reacting to radio in a gratifying manner. They're interested in "mike technique." One councilman is now a devoted public speaking student.

FRANKLY,
We Don't Keep Secrets!

We use every way we know how to tell our listeners about our sponsors' wonderful products. And here is how we get the word around:

SMART PROGRAMMING
SELLING COMMERCIALS
TAXI TIRE COVERS
WINDOW DISPLAYS
NEWSPAPER ADS
OUTDOOR SIGNS
BUS CARDS

So what happens? So one sponsor gets distribution in towns where he never before had it, and another has a 100% sales increase in just two weeks!

Kentucky's strongest full time Mutual affiliate
ON THE AIR 24 HOURS A DAY
WVLK
Versailles-Lexington, Ky.

The NEW way of reaching the Central Kentucky market.

590 kc
1,000 watts

National Representatives
Taylor-Howe-Snowden Radio Sales, Inc.

Kenneth Stowman Moved To WFIL-TV Sales Post

KENNETH W. STOWMAN, television director of WFIL-TV Philadelphia, has been transferred to the post of television sales manager with responsibility for both national and local television sales, the station announced April 7.

Past duties of Mr. Stowman, who supervised construction and initial operation of WFIL-TV, will be divided among several executives, it is understood. Television sales will be closely integrated with the station's overall radio sales set-up. John E. Surrick, sales director of *Philadelphia Inquirer* stations, will direct all sales.

THE MOTTO "First On the Scene, First On the Screen" is to identify daily video newsreels of WPIX New York, the Daily News station scheduled to open June 15 on Channel 11. An image of the revolving globe, in the lobby of the News Building, will form a background of the motto.

Record in WBAL Hearing Is Closed

22-Week Long Session Ended Last Week at FCC

THE 22-WEEK comparative hearing of WBAL Baltimore's license renewal plea and Public Service Radio Corp.'s competitive request was completed by FCC last week. The proceeding, which began last Nov. 3 and has included 31 sessions, wound up on Monday following inquiry by Public Service into an anti-vivisection program aired by the Hearst Radio Inc. station in January [BROADCASTING, April 5].

The record in the case was ordered by Comr. Rosel H. Hyde, presiding officer, to be closed on April 15 after two outstanding exhibits are entered. These are the Hearst organization voting trust agreement and the script for the anti-vivisection broadcast. Final date for filing of proposed findings of fact and conclusion by the two parties was set for May 17.

Following filing of proposed findings, the case would be taken under consideration by the Commission and a proposed decision subsequently issued. This would not come until late in the year, it was indicated. WBAL's requested renewal, first sought in February 1945, is for the period May 1 of that year to May 1 this year. In the event the renewal were granted it is indicated the further renewal for the 1948-1951 period probably would be included.

Final settlement of the case is not immediately predicted in view of expected oral arguments on the proposed findings and even recourse to the courts by either side after FCC litigation is exhausted. WBAL already has appealed to the U. S. Court of Appeals for D. C. on the Blue Book aspect of the proceeding and although it lost the appeal it won a denunciation of the FCC's report itself [BROADCASTING, Jan. 19].

recording?
demand Universal
on top of the OPERA BLD
in chicago
TRANSCRIPTION MASTERS • REFERENCE RECORDINGS

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

March 31, 1948

To the PRESS and RADIO:

Subject: FREIGHT CARS

This country needs more freight cars.

It needs them despite the fact that in 1947 the railroads hauled more tons of freight more miles than ever before in peacetime, and more carloads than in the peak year of the war.

This was done with half a million fewer cars than were in service twenty years ago, and with fewer even than at the end of the war. It was done with the organized cooperation of shippers, and because, over the years, the railroads have spent billions for better tracks and yards, better locomotives, better signals and shops, better facilities of every sort -- as well as better cars.

These expenditures, and the improved methods made possible by improved facilities, have greatly increased the effective carrying capacity of the railroads. But more cars are needed both to handle the peacetime production of our growing population and as a vital part of the process of putting this nation in readiness for emergency.

At all times since the war the railroads have had on order enough new cars to keep the builders busy for at least a year ahead at the rates of production then current. Scarcities of materials and production difficulties, however, have held down deliveries during these thirty months to an average of only 4,350 cars per month. In the same period it has been necessary to retire cars which had been kept in service during the war beyond their economic life at a rate averaging 5,480 cars per month. The net loss has been 34,000 cars.

The time has come when this loss must be overcome, and railroad carrying capacity increased. To do this, the railroads have on order more than 120,000 cars and, along with the car builders, the producers of materials, and the interested government agencies, they are doing their utmost to push production up to and beyond the goal of 10,000 cars a month.

Is it not better to do this now, when car building is competing for scarce materials with peacetime manufacture only, than it would be to wait until there might be competition for the same scarce materials with the Army, the Navy and the Air Force?

Sincerely,

William T. Faricy

Miss Henriette Kieser
Bozell & Jacobs
Omaha, Nebraska.

Dear Hank:

I see where the Army will invade Charleston come nex' Army Day. 'Course, bein' The Chemical Center o' the Worl', Charleston's defense is important; but, its importance has increased with peace, what with turnin' out synthetic products to feed great new industries an' material to replace that lost through lagging natural resources. Salaries in Charleston are among the highest—Buying power is big . . . Makes for a good market, don't it, and it can be had by usin' WCHS. Yep, WCHS covers this industrial empire an' most of West Virginia with 5000 watts at 580. Got CBS too . . . Yessiree, tell your fren's WCHS gets the job done in Charleston, West Virginia.

yrs.
Algy.

WCHS
Charleston, W. Va.

Clears Present Case

(Continued from page 23)

part included Sens. Reed (Kans.) and Moore (Okla.), Republicans, and Myers (Pa.), and McMahon (Conn.), Democrats.

Principal witnesses against the bill were Mr. Caldwell, CCBS counsel; Col. J. H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS; Victor A. Sholis, director of WHAS Louisville and of CCBS; and top executives and other spokesmen for a number of clear-channel stations individually, including James D. Shouse, WLW Cincinnati; W. B. Ryan, KFI Los Angeles; Harry Stone, WSM; Frank P. Schreiber, WGN Chicago; Hugh A. L. Halff, WOAI San Antonio; C. Richard Evans and Ralph Hardy, KSL Salt Lake City. The lieutenant governor of Kentucky and representatives of a number of farm organizations also supported the clear-channel cause.

Running account of the Monday-through-Thursday sessions follows. There was no hearing Friday morning. Friday afternoon account, page 4.

MONDAY

Sen. White opened the hearing and turned direction of the session over to Acting Chairman Tobey.

Sen. Tobey emphasized that FCC is "an arm of Congress" and that the problems involved in the question of clear channels and higher power are for Congress, not an administrative agency, to wrestle with.

He said he didn't "exculpate FCC action during the past few years in such decisions as the allocations for FM or television, which already appear to require consideration by the Commission in the light of all facts."

With reference to the reversal of usual procedure which resulted in the bill's opponents being heard first, he said CCBS "is organized and has a large body of data on the subject" and consequently was prepared to present their case with little delay.

When he explained that James E. Barr, chief of the FCC Engineering Dept.'s AM Broadcast Division, would open the hearings with a review of technical details but that FCC would not express any views on the bill. Sen. Brewster maintained that the Committee should have all the facts possible, including FCC's views, if it were going to attempt to determine policy matters.

Sen. White, agreeing, said he didn't like the procedure when he first heard of it, but that the committee worked it out in good faith and he was willing to abide by it.

Mr. Barr, reviewing the various channel classifications, was questioned closely on the general availability of spectrum space and the percentage that is in use. Sen. Tobey suggested that he defer the rest of his testimony and bring in a "succinct" statement on the question.

Mr. Caldwell, testifying from a 49-page summary of the clear-channel case, precipitated an extended argument among Committee members when he referred to letters sent out by Sens. Tobey and Johnson inviting comment on the bill. He said the 700-odd letters sent in by broadcasters endorsing the measure were received because "you solicited them."

Sen. Brewster insisted the letters should be put into the record and made available for inspection. Sen. Tobey said they would be, when proponents of the bill put on their case. Sen. Brewster contended opponents should be allowed to see them before preparing their own presentation. He asked whether he might see them and make them public. Sen. Tobey replied that he could see them, but that there was a grave question as to whether he could "give them out."

To further pressing by Sen. Brewster, Sen. Tobey said the original letters inviting broadcasters' comments on the bill were sent on his own volition "as acting chairman."

Mr. Caldwell told the Committee that the Johnson Bill is "a verbatim copy" of a section inserted into the 1944 White-Wheeler bill "at the insistance" of former Sen. Burton K. Wheeler, then chairman of the committee.

When he mentioned the 1938 Wheeler resolution against power above 50 kw, Sen. McMahon read the measure's references to monopolistic powers arising out of higher power and observed that "that's the guts of it as far as I'm concerned." Mr. Caldwell contended that the resolution's charges against high power are "completely without foundation" and that the advocates of clear-channel breakdowns had submitted no evidence to support the charges.

Sen. Capehart said he felt the crux of the whole question was whether highpower for the clears would damage or threaten smaller stations. Mr. Caldwell maintained that it would not, except about five stations conceivably might have to seek new network affiliations.

The CCBS attorney reiterated that the name of Ed Craney, operator of the Northwest Pacific "XL" stations, is "written all over the support of this measure." Mr. Craney, he said, hopes to get bet

(Continued on page 76)

Those are true Virginians

LISTEN HERE!!

"WRNL's new RADIO CENTER is reaching for the stars"

WRNListeners in Virginia's rich tobaccoland have money—and they're spending it for consumer goods they hear about daily over friendly, reliable WRNL.

Is YOUR product being "heard-about" in Richmond?

RICHmond VIRGINIA 910 KC. WRNL

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

Tobey Answer to CCBS

(Continued from page 23)

of their views. That letter was made public the day it was written; it was carried in the trade press, and many of Mr. Caldwell's clients received it. I believe that it is in the public interest for every radio station licensee in the United States to have that letter and I have no apology to make for sending it.

Mr. Caldwell then casts aspersions on a letter sent out by Senator Johnson on this bill. This is the first time in my experience that an author of a bill has been subject to criticism for soliciting comments on legislation introduced by him. I do not need to defend Senator Johnson but I am stating emphatically in behalf of this committee that we resent the insinuation that Senator Johnson either did not write the explanatory memorandum on his bill or does not know what he is talking about.

The third point is the insinuation that the staff member of the committee, Mr. Cooper, has been writing letters on his own for the bill. I have taken the trouble to examine the letters that Mr. Cooper has written; every one of them is in response to a letter addressed either to me as acting chairman, or to Senator Johnson, requesting information as to the hearings, date or procedure for appearance. Those letters were written and sent at my direction; they are normal clerical correspondence required in a committee. I regard it as particularly reprehensible that the charge has been made against a trusted employee of this committee who is held in the highest regard by every member of this committee, and who, unlike a Senator, finds it difficult to defend himself from such thinly veiled insinuations. They were designed to cast doubt on the integrity of the committee, and as acting chairman, I reject such insinuation as baseless without foundation, and to be ignored. Unfortunately, they have been published, hence this comment.

One final word—this is a hearing before a Senate Committee on a legislative matter on which we are attempting to learn facts. This is not a police court in which the personalities of individuals is the issue. I only want to say that no useful purpose is served by indulging in personalities. My experience has been that when a witness deliberately beclouds the issue, he has not much of a case to put on. Certainly, he does not improve either his own standing or his case by resort to police court tactics.

BOOSTING

BOOSTING our position in South Texas with TEXAS' TALLEST TOWER and 5,000 watts, unlimited time, on 630 kc—where watts really count.

BOOSTING our power, giving KMAC a clear, sweet signal and coverage that really covers—not only the San Antonio metropolitan area, but Austin, Corpus Christi, Temple, Victoria and other important markets.

BOOSTING our sales—with a 50.4% increase over last year in dollar volume in the 27th market of the nation—result of better programming, better announcing and better merchandising.

BOOSTING our KMAC-advertised products — continuously — through distributors, dealers and consumers.

BOOSTING our rates—SOON—see Pearson about our rate protection plan—

★ TOWERS OF *STRENGTH* IN SAN ANTONIO ★

KMAC

1240 *a.m.* ON YOUR DIAL

KISS

99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

Clears Present Case

(*Continued from page 74*)

ter facilities for his own stations via chear-channel breakdowns. Sen. Johnson said he thought it was "over-simplification" and "fantastic" to single out Mr. Craney as the principal opponent of clear channels.

At one point Sen. McFarland observed that the Johnson Bill "doesn't break down present clear channels, does it?" Mr. Caldwell assured him it would.

Monday Afternoon

Mr. Caldwell said the broadcasting industry has been making "plenty of money" in recent years and contended that the government, instead of trying to prevent these power increases, should be compelling broadcasters to return a "reasonable portion" of their earnings to the public in the form of higher power and stronger signals.

"How about improving the programs?" asked Sen. Tobey, referring to middle commercials on news programs. Mr. Caldwell said there were very few complaints against radio programs on the whole and that on the question of middle commercials CCBS members were divided, but if left alone the question would be settled by the industry.

Mr. Caldwell said he didn't question the committee's power but that "you cannot possibly give the issues the time and attention that they require." He said the subject should be left "in the Commission's hands."

Previous NARBA conferences, according to Mr. Caldwell, allowed other North American countries to make serious inroads on U. S. channels. The only way to prevent further inroads, he contended, was the use of 750 kw on U. S. clear channels. He said this was the method being used by other countries, particularly Mexico.

This time, he said, we must show that we mean business by being serious in our intentions to improve rural and small town service in this country. Enactment of the Johnson Bill, he said, would be the "best possible proof" that we don't mean what we say.

Sen. Tobey wanted to know whether improved service for farmers was the real goal, or bettering revenue. Mr. Caldwell said there would be increased coverage, but in sparsely populated sections. He said he felt that farmers agreed with CCBS on the matter, although the organization hadn't "drummed them up."

Limited Power Question

Following an exchange between Mr. Caldwell and Sen. Johnson, in which the Coloradan insisted that "super power" isn't necessary for international protection, Sen. Capehart asked whether it would be possible to obtain an agreement to limit power. Mr. Caldwell replied that he didn't think Mexico, Cuba, or Canada would agree to one.

Sen. McFarland said that most small stations needed network affiliation to survive and asked the witness what assurance he could give that the networks wouldn't cancel out many small stations for the ones with high power.

Mr. Caldwell said he didn't feel that cancellation would happen. Sen. McFarland claimed the witness had insufficient facts to back up his contention and asked whether the FCC should not have authority to compel networks to sell to a certain number of stations. Sen. Tobey asked whether FCC presently had that power and Mr. Caldwell advised it did not.

Next witness was Col. DeWitt, CCBS engineering director and president of WSM Nashville. His testimony was divided into five parts:

(1) Discussion of standards for measuring broadcast service, (2) present inadequacy of broadcast service in the U. S., (3) improvement in broadcast service resulting from use of increased power on clear channels, (4) discussion of other methods of attempting to improve service, and (5) possible technical objections to increased power on clear channels.

Sen. McFarland asked if Col. DeWitt, like Mr. Caldwell, felt that Mr. Craney had stirred up the opposition to the clears. The WSM executive replied that he did.

Sen. McFarland said he couldn't agree that Mr. Craney influenced all broadcasters and said that he was sure there were "some in Arizona who think for themselves."

The Arizona legislator said he "resented" Mr. Caldwell's supplemental statement which contained "insinuations" against Sen. Tobey, Sen. Johnson and Edward Cooper, the committee's professional staff member. He said he objected to "high-handed tactics" and thought the whole subject should be kept aboveboard.

Sen. Johnson remarked that the statement was passed around to the press but was not formally presented to the committee.

Mr. Caldwell returned to the stand to explain that many of the points in the statement had been covered in previous cross-examination so he did not feel it necessary to read it. He said he didn't intend to insult Sen. Johnson, but felt that the Senator was "misinformed."

Sen. Capehart moved that the statement be made a part of the record, but Sen. Johnson made temporary objection on the ground that Sen. Tobey, acting chairman, was absent at the moment and any action should be approved by him.

On Sen. Tobey's return, Sen. McFarland suggested that the committee take the matter up in executive session. This procedure was agreed to by the chairman.

In his supplementary statement Mr. Caldwell referred to the letter sent to stations by Sen. Tobey [BROADCASTING, March 8] and said such statements coming from the acting chairman "naturally cause apprehension" among a large number of broadcasters.

Referring to follow-up letter sent by Sen. Johnson [BROADCASTING, March 29], Mr. Caldwell said they reflected "misinformation" and that Sen. Johnson's later statement with respect to the number of favorable replies he had received was "erroneous."

Attacking the committee's staff member, Mr. Cooper, Mr. Caldwell charged that he "has been assiduously writing individual letters to broadcasters." The CCBS counsel requested that Mr. Cooper be required to produce his correspondence and asked his reason "for having so great an interest in one side of the controversy before the evidence has been heard."

TUESDAY

Col. DeWitt, resuming Tuesday morning, presented maps showing

(*Continued on page 78*)

Good Bye Buy!

FOR DRUG — PHARMACEUTICAL AND KINDRED LINE MANUFACTURERS

IN NEW ORLEANS

The Certified Prescription Drug Stores, all independent retail outlets have selected WNOE for their first Radio program.

For 52 weeks beginning April 1st these progressive retailers will present "Reminiscing with Singing Sam".

WRITE, WIRE or PHONE

James E. Gordon, General Manager or

WNOE

The James A. Noe Station

Another reason why you should select WNOE in New Orleans for your Pharmaceutical Advertising.

SPOTS before or after Singing Sam available NOW 10 a.m. 10:15 a.m. CST Monday through Friday.

The Mutual Broadcasting System

1450 on Your Dial

Represented by Burke, Kuipers & Mahoney, Inc., 420 Lexington Ave., New York City.

The BARRYMORE THEATER of the AIR

starring

Diana Barrymore

will attract listeners and sell your product because the name . . .

BARRYMORE

represents quality in entertainment.

Audition record available

Robert Evans Productions

Incorporated

113 W. 57th St. CI 6-9861

TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY BASIL WOLVERTON

GEORGE WHITNEY

Harrington, Whitney & Hurst
Los Angeles

We know you, George Whitney, and you're the kind of gent we like to write about. You've spent just about all your working years in and around radio stations, which makes you a full-fledged authority on what makes a *good* station that way. By your own admission you've done everything around a radio station . . . musician, singer, musical director, announcer, writer, producer, engineer, salesman, and sales and business manager. That background—and your advertising agency experience—comes in mighty handy in selecting the most valuable outlets for your clients' sales dollars. KGW fits the picture admirably . . . a popular, powerful station serving an area with virtually unlimited industrial potential and rapidly increasing population. In many, many ways KGW qualifies as Oregon's FIRST radio station. And, George, we're willing to bet it always will be first with forward-looking advertising agencies and their clients.

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

Represented Nationally by Edward Petry & Co.

THE
LONG ISLAND
STORY

WHLI delivers more daytime listeners in Long Island's large quality market than two out of four New York City network stations and the 18 independents. Of course, WHLI has the January 1948 Conlan.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

Clears Present Case

(*Continued from page 76*)

the extent of coverage by local stations, by the various networks, by unaffiliated stations, and by all AM stations. The CCBS plan for at least 20 clear-channel stations operating with 750 kw power, he explained, was designed to provide a choice of skywave services in the nation's under-served "white areas."

Sen. McFarland challenged the accuracy of the maps, contending he had personally tuned in stations between Tucson and Phoenix, which the map showed to receive no signals. Col. DeWitt responded that the maps were based on the best available engineering information, gathered by FCC and representative industry groups, and that the service to which Sen. McFarland referred was not reliable on 50% of the nights of the year.

Sen. Capehart observed that it would be easy for the committee to call in FCC engineers to discuss "this Arizona situation." Col. DeWitt said he would be glad to have the maps checked by "any qualified engineer."

The CCBS engineering director argued that a breakdown of all 1-A channels would not permit service to all the "white areas." Nor would FM do the job even if FM were "going like a house afire, which it's not," he said. The service range of an FM station is too limited, he explained.

He traced the effects of past breakdowns, and, with reference to U. S. rights under NARBA, said duplication on U. S. clear channels is like "digging uranium and giving it to Russia."

Sen. Johnson asked why 750-kw stations wouldn't give networks all the coverage they want. Col. DeWitt said the skywave from 750-kw outlets would serve rural areas but wouldn't be able to over-ride man-made noise in many urban areas, and that for this reason the networks would want to retain their affiliates.

Suggests FM for Cities

Sen. Johnson suggested that FM might be used to serve cities and clear-channel stations to provide rural coverage. Col. DeWitt thought "we might come to that," but added that he'd hate to see rural people wait that long for service.

The Colorado Senator said it was his understanding from the testimony that the 750-kw stations anticipated by CCBS would not serve "home base"—the cities in which they were located—and he thought FM stations in those cities might provide that local service. The CCBS engineering head pointed out that the stations would serve "home base" by groundwave and distant areas by skywave, to which Sen. Johnson raised a question of having clear-channel stations limit their transmissions to skywave. This, Col. DeWitt responded, would be engineeringly impossible.

Sen. Johnson walked out in protest when Sen. Capehart, presiding, greeted Mr. Shouse of Crosley, the next witness, with a question as to whether he wished to read his statement or have it entered into the record and merely comment on it. Sen. Johnson protested that the law requires that witnesses put their written statements into the record and that their testimony be "oral."

He walked out, despite Sen. Capehart's insistence that he had not meant to suggest any departure from the law. Sen. Capehart said he regretted any "bad feeling" and would give Sen. Johnson an opportunity to state his position for the record when he returned. The Coloradan's departure left only two committeemen sitting — Sens. Capehart and Myers — which prompted Sen. Capehart to recess the hearing for the rest of the morning. Other Senators, he said, would want to be on hand for Mr. Shouse's testimony.

Tuesday Afternoon

Mr. Shouse's testimony was divided into two parts: (1) History of WLW and its progression from 500 w to 5 kw, 50 kw and 500 kw, and (2) deductions based on this experience.

The Crosley president said it was his "firm belief" that WLW's operation with power in excess of 50 kw had no adverse effect "upon either the public or other broadcasting stations located in the area served by it." He said as many new stations were added in Cincinnati as in other parts of the country and network affiliations were obtained as easily as in the country as a whole.

Mr. Shouse explained what he called some "misconceptions" about operation with 500 kw:

(1) Unfair competition, he said, is "more imagined than real." Local merchants, he explained, need only limited coverage in a geographical area and therefore "large fields of advertising revenue are automatically barred as a potential for clear-channel stations."

(2) The monopoly charge, he said, is "sheer fiction." The bigger a station becomes, he said, the more careful it must be to insure against abuse of its privileges. The networks, he asserted, with their owned and operated stations, take in far more people than any independent, so that if the power to reach people's minds is the determining issue, "then the policies of the Commission providing for a single licensee owning as many as six different stations in six important population centers should be re-examined."

(3) A serious misconception, he said, is that a high-powered station will steal audiences. When all other things are approximately equal, the witness maintained, people are going to listen to the station providing the material in which they're most interested.

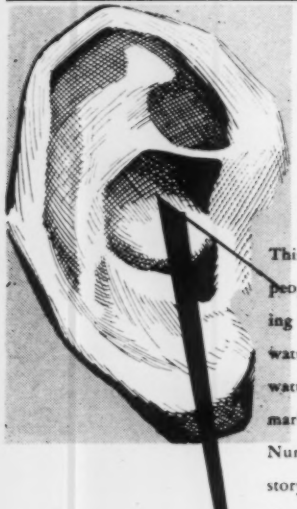
(4) Attacking the "misconception" that it is technically feasible or possible for a distantly located high-power station to compete successfully even signalwise with a local or regional in the latter's location, Mr. Shouse submitted figures showing the power WLW would have to use in order to put out a signal in other areas "comparable" to signals from low-power stations therein. For Indianapolis, he said, which is 90 miles away, it would take 7,500 kw and for Louisville—100 miles away—20,000 kw.

Sholis' Testimony

Following Mr. Shouse was Mr. Sholis, appearing as director of CCBS, who devoted much of his testimony to a study of 1944 earnings of fulltime AM stations. He said the study made by J. H. Teeter & Assoc. and included in the record of the FCC hearings, disproves the idea that a station's power is the key to profits. The analysis, which took in 763 stations, shows

Man in the Moon

BEFORE relinquishing the witness chair to Col. J. H. DeWitt at Senate hearings on the Johnson Bill, Louis G. Caldwell was reviewing the Colonel's accomplishments. When he reached the feat of bouncing radar waves off the moon, Sen. Tobey interjected that it was done by the use of Prof. Edwin H. Armstrong's formula. The CCBS counsel said he didn't know about that, but Sen. Tobey insisted that Dr. Armstrong be given his share of the credit. That settled, the New Hampshire Senator inquired of Col. DeWitt whether any objections had been received from the man in the moon.



8 Times BIGGER!

This year WDNC has a primary of eight times more people making six times more retail sales. This whooping big jump is the result of WDNC's rise from 250 watts at 1490 on the dial to 5000 watts day and 1000 watts night at 620 on the dial. Before selecting your markets and advertising in North Carolina—the South's Number One State—be sure to get the new WDNC story. We and Paul H. Raymer, our national representatives, are at your factual command.

WDNC
DURHAM, NORTH CAROLINA

5000 WATTS 620 KC CBS
BONUS: WDNC-FM 36,000 WATTS
OWNED BY THE HERALD-SUN NEWSPAPERS

that the size of the market is the biggest factor and power is only one of several contributing factors which include competition, network, frequency and astuteness of management.

Local appeal of local stations, plus the local stations' superior signal in the area, he said, would keep networks from dropping them.

Even if some outlets should lose their network affiliations, declared the WHAS director, the policy question to be decided is whether to save those few at the expense of some 40 million listeners.

Mr. Sholis decried the argument of "too much power in the hands of too few." CCBS member stations, he said, have nothing in common but protection of clear channels and attaining 750 kw as service betterment. Otherwise, he said, all possible economic and political interests are represented.

Final witness of the afternoon was W. B. Ryan, general manager, KFI Los Angeles, who dealt almost entirely with the situation in the Southwest and the role KFI could play with increased power. He stressed KFI's record of public service, which he said would be continued, and cited letters and resolutions from farm groups urging the increased power.

The KFI manager said the main objective was being lost if the problem is to decide whether someone stays in business. KFI, he said, wouldn't willingly give up NBC affiliation but "we may have to some day," and still won't go out of business. The question is better service, he declared, even if a few do go out of business.

Sen. McFarland, who had been critical of the views of several previous witnesses, said he liked the "frankness" of Mr. Ryan's answers, and Sen. Johnson said he had presented some "strong local arguments."

WEDNESDAY

Nelson McIninch, KFI agricultural director, opened the Wednesday morning session with an account of the station's rural service. As an example, he said prayer meetings and "all kinds of gatherings" throughout the Southwest are stopped so participants may tune to KFI's frost warnings. But in many areas the station's signal is inadequate, he said, insisting that increased power is the only solution.

Sen. McFarland questioned him persistently on the ability of smaller stations to provide such service. The KFI farm head maintained that smaller stations are not sufficiently staffed to match KFI's work and that "peculiar conditions" exist which make it impossible for these outlets to reach many areas which need the service.

Claims FM Inadequate

Sen. Johnson asked repeatedly whether the job couldn't be accomplished by FM. Mr. McIninch insisted this would not provide a complete answer, though he thought FM signals could reach these areas. Sen. Johnson foresaw a time when "all those desert valleys" would be served by a series of FM stations.

Mr. McIninch reiterated that the Johnson Bill would decrease KFI's present coverage, but Sen. Johnson maintained that "nothing KFI now enjoys" would be affected "in any way."

Sen. Johnson read from a letter in which W. L. Gleeson, head of KPRO Riverside and other California stations, related difficulties encountered in attempting to break listeners' habits of staying tuned to KFI, which, Mr. Gleeson noted, has favorable positions as to both channel and power. Mr. Gleeson said his station was making progress in winning audiences, by providing a local outlet to service local people.

Sen. McFarland, who had absented himself to greet a group of Yuma farmers, said they told him their local station provided weather reports and that KFI's service was of no value to them.

Roy R. McLain, California rancher, appeared on behalf of four fruit growers' organizations to stress the farmers' dependence upon KFI rural service. The frost warnings, he said, are "truly an up-to-the-minute service that is not duplicated elsewhere in our area." He said the timing of such programs is vital, since "a delay of only one or two hours may mean the destruction of a year's work and thousands of dollars of capital investment on the part of the farmer."

Supports KFI Continuation

Mr. McLain presented a resolution of the directors of the Citrus Dept. of the California Farm Bureau Federation supporting continuation of KFI as a clear-channel and high-powered station and opposing the Johnson Bill.

Arthur E. Isham, director of public relations, Mutual Orange Distributors, told the Committee that "I am a trouble shooter, and this is trouble." Declaring that KFI's type of service could not be provided by a dozen smaller stations, "no matter how willing they are," he said more power for KFI is a necessity for the farmers of that area.

Comparable accounts of rural areas' dependence upon KFI farm service, coupled with opposition to the Johnson Bill, were given by Eugene C. Jarvis, farmer and secretary-manager of the United Date Growers Assn., who also spoke for three other California farm organizations; Floyd D. Young, regional director, U. S. Weather Bureau at Los Angeles, and Clyde O. Hoober, vice president, California Farm Bureau Federation.

Willis Tobler, of the Washington office of American Farm Bureau Federation, presented a resolution opposing the Johnson measure and endorsing the use of higher power to improve service in many areas.

Loys D. Barbour, director of the Texas Farm Bureau Federation, submitted a similar resolution and asked for "improvement of rural service through higher power." He said a majority of the Texas farmers he had questioned named one of the state's three clear-channel stations — WBAP Fort Worth, WFAA Dallas, and WOAI San Antonio—as the station "most dependable . . . for news, market, weather and entertainment."

Wednesday Afternoon

Sen. Tobey opened the Wednesday afternoon session with a blistering attack on what he called the "police court" technique used by Mr. Caldwell, CCBS counsel, in his supplementary statement Monday. Sen. Tobey said that Mr. Caldwell's charges "were designed to cast doubt on the integrity of the committee, and as acting chairman, I reject such insinuation as baseless, without foundation, and to be ignored." (Text of Sen. Tobey's statement on page 23).

First witness of the afternoon was Herschel D. Newsom, president of the Indiana State Grange and a member of the executive committee of the National Grange, who expressed his organization's opposition to the bill.

Sen. Tobey, himself a Grange member, said he was inclined to discount statements from members of executive committees as simply their own opinions, since most organizations did not take referendums of their membership to determine their positions.

Mr. Newsom explained the process by which the decision was reached and assured the chairman it was democratic. He said that to be fair, however, he was also

(*Continued on page 84*)

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Surprised?
IT ACTUALLY COSTS LESS MONEY TO BUY FAR MORE LISTENERS IN THIS RICH MARKET WHEN YOU PICK KPRC an NBC affiliate

BEAUMONT
PORT ARTHUR
HOUSTON
GULF OF MEXICO
TEXAS CITY
GALVESTON
IT'S TRUE! KPRC, HOUSTON LEADS STATION "B" BY MORE THAN 2 TO 1 IN THE BEAUMONT-PORT ARTHUR AREA...
YET COSTS LESS
OF COURSE, KPRC LEADS IN HOUSTON...

Your Sales Potential Is High In This Rich Gulf Trading Area
Harris County (Houston's home county) leads Texas in dairy and beef cattle. Adjacent Montgomery County leads in hogs. Adjacent Jefferson County leads in rice. Oil boosts buying power another notch. And shipping caps the fabulous climax: Crews of Houston-docked ships spend 100 million dollars plus in the market, each year.

FIRST In BMB
FIRST In HOOPER
FIRST In the South's First Market

*KPRC has a *tremendous* audience. Yet Standard Rate and Data shows KPRC time costs are *less*. An independent survey reveals the following comparison between KPRC and the second Houston station, here named "B".

HOOPER STATION LISTENING INDEX IN BEAUMONT—PORT ARTHUR

	KPRC	Station "B"		KPRC	Station "B"
A.M.	11.4	7.4	Eve.	29.8	16.1
P.M.	27.9	7.1	Sun.Aft.	20.2	7.6

NOTE: KPRC reaches 36 Texas counties with an *excellent* signal.

KPRC HOUSTON
950 Kilocycles
5000 Watts
National Representatives, Edward Petry and Company. Affiliated with NBC & TQN, Jack Harris, General Manager

WLBR AM FM
LEBANON, PA.
1000 WATTS—1270 kc

★ **DOMINATES**
The rich Lebanon Valley steel and agricultural area.

★ **BLANKETS**
Four major Pennsylvania Cities (Harrisburg - Reading - York - Lancaster)

★ **COVERS**
A $300,000,000 retail market reaching into six counties

★ **DELIVERS**
Listeners from a primary area of 1,000,000 population

"The Voice of Lebanon Valley"

JULIAN F. SKINNELL,
Operations Manager
REPRESENTED BY RAMBEAU

Open Mike

(Continued from page 12)

some of the sponsors SOME of the time, but you can't sell all of the sponsors all the SAME time!

And since people on the receiving end of radio really DON'T know what they want or what new suggestions to offer, it's up to those "in the know" in radio to stir up new ideas, new programs, new thoughts, new approaches, new advertising angles. Since you CAN'T please 'em all—start something NEW! Find out how many you please with it! . . .

O'Fallon Explains Stand on NAB Vote

EDITOR, BROADCASTING:

Since you have requested that I send you a copy of my letter to broadcasters of the 14th NAB District written prior to the balloting in which Hugh Terry was reelected I believe I should explain my motive was to give the industry the benefit of the services of other worthy candidates from our district—to extend recognition for valuable services rendered by some of our broadcasters who have made outstanding contributions to the industry—and to discourage any tendency toward perpetuation of board members in office.

With this in mind, I wrote as follows on March 4th:

I hope you've read Herb Hollister's letter endorsing the third term for Hugh Terry and Ed Craney's endorsement of Rex Howell, because this matter of electing our District Director merits your careful consideration.

We agree that Terry has done a good job during his terms of office on the Board—and it is certainly with no desire to take any credit away from him that I suggest it's time to pass the job along to somebody else.

Having served as a District Director myself, I can see many advantages to having "new blood" on the Board. You might recall that I asked to have my name withdrawn from the nominations a couple of times because I felt I had held office long enough for one man. The election set-up is arranged to eliminate the need of perpetuating the Directors in office—the odd districts hold elections one year—the even districts in alternate years, so there are always experienced holdovers on the Board.

Personally I used my nominating privilege in behalf of Rex Howell, but there are plenty more who deserve consideration for the fine service they've rendered the Broadcasters in our district.

Ed Yocum got off to a good start but didn't get to serve out his term—now that he's back in Billings, his good services are available to us again—Walt Wagstaff has devoted lots of time and effort both when he was in Salt Lake and since he's been in Boise—Ivor Sharp's long experience in Salt Lake merits our consideration, as does Frank Hurt with his operations in Nampa and Art Mosby in Missoula—these fellows have been attending district and national meetings for many years and have given us the benefit of much constructive effort—Bill Grove has expanded his interests from Cheyenne into other parts of the district and has been a valuable man on the small markets work he's done for the membership. All of these are capable fellows and deserving of this recognition from their fellow broadcasters.

And there's Ed Craney to be considered, too—you've probably heard a lot of criticism of Ed, most of which is inspired by those who oppose the things he fights hard for—but do you know of any other broadcaster who's spent so much of his own time and money fighting successfully for things that have benefited our entire industry? Just think back to his efforts in IRNA, ASCAP and BMI, just to mention a few. And right now, you can bet the superpower interests know he's been in Washington (spending his own time and money) to bring this important 750 kw matter out in the open and to the attention of the Congress for us.

Sure it's a feather in the cap of the one who gets elected—let's give somebody else, equally qualified, the chance to wear it for a while.

Gene O'Fallon
Manager
KFEL Denver

Outside Interests

RADIO was not the only concern last week of Sen. Charles W. Tobey (R-N. H.), acting chairman of the Senate Interstate & Foreign Commerce Committee, currently holding hearings on the Johnson Bill (S-2231). The Senator, who is 68 and a widower with four children, announced his engagement to Mrs. Loretta C. Rabenhorst, former Washington, D. C. schoolteacher.

Four New Partners In Radio Law Firm

Mr. Stout

Mr. Wilson

Mr. O'Bryan

Mr. Irwin

APPOINTMENT of four new partners in the law firm of Dow Lohnes & Albertson, Washington, D. C., which has an extensive radio practice, was announced April 5 by Horace L. Lohnes. New partners are Thomas W. Wilson, Paul O'Bryan, Clair L. Stout and Robert L. Irwin.

Mr. Wilson has been with the firm since 1939, with the exception of a wartime leave of absence when he served as a major in the Army Transportation Corps.

For 15 years Mr. O'Bryan was associated with Dun & Bradstreet and was Washington office manager of the company. He joined the law firm in 1945 upon release from the Navy, where he saw service as a lieutenant.

A native of Salt Lake City, Mr. Stout joined the law firm in 1946 upon graduation from George Washington U., Washington. During World War II he served with the Navy as a lieutenant (jg).

Mr. Irwin, a native of Montgomery, Ala., joined the law office in 1942. Previous to this he served as an examiner and member of the FCC legal staff.

N. Y. RWG APPROVES RESOLUTION ON STRIKE

NEW YORK local of the Radio Writers Guild last Wednesday approved unanimously a resolution authorizing its strategy committee to call for a strike vote against leading advertising agencies "and when it becomes necessary," according to Roy Langham, RWG national secretary.

The New York membership also approved the committee's action in breaking off negotiations with the agencies, Mr. Langham said. Similar meetings were held concurrently last week by the unions in Chicago and Hollywood locals.

Current impasse is the result of agency refusal to agree to certification of the RWG as bargaining agent by the National Labor Relations Board, according to the union.

COCA COLA Co. of Canada, Toronto, is planning to bring "Spike Jones Show" into Canada if time can be cleared on a network. Agency is D'Arcy Adv., Toronto.

Resources: Agriculture, livestock production and marketing, railroads, 52 industrial plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses. For additional information write direct or consult our National Representatives.

KCMC
and
KCMC-FM
Frank O. Myers
Manager

TAYLOR-HOWE-SNOWDEN
Radio Sales
National Representatives

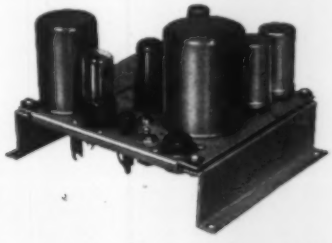
4 New Ways to put live quality into transcriptions...

G-E VARIABLE RELUCTANCE PICKUP NOW WITH DIAMOND STYLUS!

Virtually banishes Needle Scratch, Needle Talk, and Distortion! Rides lightly in the grooves, responding only to *lateral* motion. Rugged mechanically . . . built to stand abuse . . . practically unaffected by temperature or humidity. Available with the long-wearing Diamond Stylus with either of 2 Stylus radii—2.5 & 3 mil. (G-E Sapphire Stylus pickups are all 3 mil). Net to broadcasters..$29.63.

G-E TRANSCRIPTION TONE ARM

Especially adapted for use with the G-E Pickup. Newly designed in strong, feather-light magnesium, this low mass tone arm is easily mounted on a standard turntable. Offered now by General Electric at an economical price to broadcasters.....$35.00.



G-E EQUALIZED TRANSCRIPTION PRE-AMPLIFIER

This high quality AC operated audio amplifier enables broadcasters to take full advantage of the superior performance of the G-E Variable Reluctance Pickup. A switch mounted on the turntable permits selection of 4 types of reproduction. Net to broadcasters..$125.00 (less tubes). Set of tubes for pre-amplifier.....$8.00.

G-E TRANSCRIPTION EQUALIZER

For use with your present unequalized pre-amplifier. This equalizer is expertly engineered to complement present record and transcription frequency characteristics when used with the G-E Pickup mounted in the G-E Tone Arm. Extra magnetic shielding reduces hum pickup. Price net to broadcasters.....$45.00.

USE THIS CONVENIENT COUPON TO ORDER THIS G-E AUDIO EQUIPMENT TODAY!

If you want further information, consult your nearest General Electric transmitter representative, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, N. Y.*

LEADER IN RADIO, ELECTRONICS AND TELEVISION

GENERAL ELECTRIC

160-G1A-6914

General Electric Company, Transmitter Division, Electronics Park, Syracuse, N.Y.

Please ship me, subject to your standard conditions of sale, the items checked below:

- ☐ G-E Pickup (diamond stylus) (specify which model) ☐ 2½ mil stylus ☐ 3 mil stylus
- ☐ G-E Tone Arm (Pickup not included)
- ☐ G-E Equalized Transcription Pre-Amplifier ☐ (set of tubes for Pre-Amp)
- ☐ G-E Transcription Equalizer
- ☐ Send me descriptive bulletins on all of these items
- ☐ Check or M.O. enclosed. ☐ Bill me.

NAME.....

STATION.....ADDRESS.....

CITY.....STATE.....

Mail this coupon today.

SCRIPPS-HOWARD RADIO, INC.

announces the appointment of

THE BRANHAM COMPANY

as National Representatives for

Television Station WEWS

Cleveland, Ohio

Subsidiary Formed By Standard Radio

A NEW COMPANY, Standard Recorders Inc., which will devote itself almost entirely to the perfection of tape recording, has been launched, according to Gerald King, president of Standard Radio Transcription Services Inc., the parent organization.

Named to head Standard Recorders is Robert J. Callen, who became associated in the organization of the subsidiary firm with Mr. King and Milton Blink in April 1947.

Mr. Callen

From 1932 through 1938 Mr. Callen was associated with three West Coast recording companies. As chief engineer of Recordings Inc., he recorded many of Decca's first records.

Mr. Callen assisted in the installation and operation of NBC's recording department in December 1938, after opening of NBC's Radio City. During the war, Mr. Callen was associated with the U. S. Army Signal Corps Laboratory, Office of War Information, and U. S. Navy Research Laboratory.

He returned to the NBC recording department in Hollywood in 1945 and remained with the network until joining Mr. King's organization.

We'll cross your palm
with silver
Want to hire a medium? Consider KFH . . . for 25 years the leading sales medium in a rich area where SILVER jingles in every pair of jeans! Brighten your future in our Silver Anniversary. People who buy . . . city folks and farm folks alike . . . will hear your sales message on KFH.
25 YEARS
KFH
SILVER ANNIVERSARY
K F H
CBS
WICHITA IS A HOOPERATED CITY
KFH WICHITA
CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

Agencies

(Continued from page 10)

service, he had been with Young & Rubicam, New York, for ten years. His future plans have not been announced.

RICHARD M. COMPTON, former advertising manager for Quaker Oats Co., Chicago, has joined Needham, Louis & Brorby, Chicago, as account executive.

HOWARD (Hank) ENDERS has resigned as publicity director of WPEN Philadelphia to become publicity and public relations director for his brother's firm, Robert J. Enders Agency, Washington. During the war Howard Enders was one of the editors of the *Daily Pacifican*. At Enders Agency he will formulate an intensified promotion program for agency's expanding television activities, which include, among other video accounts, Admiral Corp. in markets east of Chicago.

Howard Enders

JERRY NEWMAN, former sales promotion manager of Union Fork & Hoe, Columbus, Ohio, has joined merchandising department of Young & Rubicam, Chicago.

ERNEST NEUBAUER, former production manager of Hamilton Adv., Chicago, has joined Campbell-Mithun Inc., Chicago, in similar capacity.

GORDON BAMBERGER has been appointed director of research and merchandising for H. W. Kastor & Sons Adv., Chicago.

JACK BEHR, former account executive with J. B. Keifer Inc., Los Angeles, has joined Ross Gardner & White Adv., same city, in research and copy department.

JEFFERSON WOOD has joined Paul Winans Adv., Los Angeles, as account executive.

KENYON & ECKHARDT, New York, is moving its publicity, research, accounting and checking departments to 219 E 44th St., fourth floor. Other departments will remain at agency's present address, 247 Park Ave.

WAYNE WIRTH, most recently executive director for Harvey Marlowe Television Assoc., has joined Van Diver & Carlyle Inc., New York, as head of its television department.

Mr. Wirth

BENNETT BATES, vice president of New York office of Erwin, Wasey & Co., and recently in charge of agency's discontinued Seattle office, has transferred to the Los Angeles office as member of executive committee. He works on the Carnation account.

ADV. FEDERATION of America has elected following agencies to membership in the Federation: Flack Adv., Syracuse, N. Y.; Adv. Agency of William Cohen, Pittsburgh; Hathaway Adv., Evansville, Ind. and Crook Adv., Dallas, Tex.

ALVIN EPSTEIN Adv., Washington, has opened branch office at 48 W. 48th St., New York. **JEAN EPSTEIN**, formerly with *Billboard* Magazine, heads the new office.

GERALD T. SIECK, formerly with Leo J. Meyberg Co., Los Angeles, has joined H. Charles Sieck Inc., that city, as account executive.

JEANNE MESSNER, former media director for R. W. Webster Adv., Los Angeles, has joined BBDO, that city.

TOM LOWEY, former advertising manager of Lucky Stores Inc., northern California grocery chain, has joined Frank Wright National Co., San Francisco, as merchandising director.

DANIEL CAUSIN, formerly with New York *Journal American*, has joined Los Angeles office of Ross Adv. as manager.

HARRINGTON, WHITNEY & HURST April 3 moved to larger quarters at 256 Sutter St., San Francisco, more than doubling the space of its former quarters.

COMPTON Adv., New York, has resigned the Wheatena Corp. account. It is understood a new agency has not yet been appointed by the firm.

ROBERT S. KAMPMANN, formerly with McLain Organization Inc., Philadelphia, has joined Chas. A. White Jr. & Co., that city, as account executive and service director. He previously had been with Lamb, Smith & Keen, Philadelphia.

F. D. PLUMB, former account executive with A. W. Lewin Co., New York, is new business director of Bergman-Jarrett Co., New York.

"...for outstanding and meritorious service"

With deep appreciation, Station WFIL gratefully acknowledges reception of the du Pont Award for distinguished public service during 1947.

As one of only two radio stations in the nation to receive the annual du Pont Award ***"for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the communities served by these stations"***, WFIL is signally honored by this bestowal of a coveted recognition.

By our continuing, whole-hearted support of every worthwhile community activity, we at WFIL shall endeavor to make this valued award—as its donors intended—not merely a trophy presented for past achievements but rather the symbol of a constant and never-tiring service to the people whom we are privileged to count among our listeners and loyal friends.

WFIL *Philadelphia*

The Philadelphia Inquirer Station

AN ABC AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

Clears Present Case

(*Continued from page 79*)

introducing a telegram from the Oregon state master of the Grange supporting the bill.

Harry Stone, vice president and general manager of WSM Nashville, described his station's operation and declared it "completely independent of network control."

"Whatever may be the policy of radio stations generally," said Mr. Stone, "this ownership guarantees that with WSM the profit motive is not, and does not have to be, the primary consideration."

FM and television, said Mr. Stone, serve cities primarily and are not suitable for rural service. But AM service under the present clear channel setup is "unsatisfactory," he said. "In the not so distant future," he predicted, "radio will narrow down to FM and television for cities and clear channel AM's for the remainder of the country."

Sen. Tobey complimented Mr. Stone on his concise report.

John A. McDonald, WSM farm director, said rural families must depend on radio for their information, and particularly on clear-channel stations. Mr. McDonald described his efforts as farm director and the huge farm audience which the station had built up. This prompted Sen. Johnson to remark that he was glad to know the present arrangement was so satisfactory. The witness explained, however, that increased power would improve rural coverage even more.

Shacter Testifies

Harry M. Shacter, Louisville merchant and chairman of the Committee for Kentucky, described his committee's efforts to explore Kentucky's problems, explain them to the people and thus improve conditions.

Mr. Shacter said the only real measure of success in reaching all parts of the state was through radio, and particularly WHAS Louisville. Once again Sen. Johnson said he was glad to know such fine service was rendered under present conditions.

Joseph Betts, information director, Kentucky Farm Bureau Federation, and vice president of the Committee for Kentucky, told the committee that the potentials of clear channel stations "can never be equalled by small stations."

Lt. Gov. Lawrence Wetherby of Kentucky was scheduled to testify but a call of committee members to the floor of the Senate made it necessary for him to file his statement instead.

In his written statement, Lt. Gov. Wetherby said he was convinced that "for the best interests of all of the people of Kentucky . . . the radio signal of WHAS should not be impaired." Further, he concluded, "a huge portion of our population would be benefited by an improvement in that signal."

THURSDAY

Mr. Sholis, testifying as director of clear-channel WHAS Louisville, cited examples of WHAS service, both on and off the air, to support his argument that clear-channel stations are not "big operators . . . indifferent to local service." He insisted that CBS, with which WHAS is affiliated, would still need its other affiliates throughout the area even if WHAS went to 750 kw.

Mr. Sholis said cries of "superpower" were raised against WHAS when it went to 50 kw in 1934. Yet, he said:

. . . Under this shadow of the "superpower" giant, the ensuing years have seen 12 more fulltime stations go on the air in Kentucky [plus] eight daytime stations. . . . The number of fulltime stations within the entire WHAS primary coverage area has almost doubled [and] 18 daytime stations have sprung into being during the same period. It is astounding that the claim that higher power will drive small stations out of business still survives in the face of what actually has transpired. . . .

Sen. Johnson read from a letter of J. E. Willis of the Nunn Stations recounting dangers which smaller stations face from high-powered clear-channel stations. Mr. Sholis asked Sen. Johnson to read the list of stations in the Nunn Group (WLAP Lexington, WCMI Ashland, KFDA Amarillo, WBIR Knoxville, WMOB Mobile), and observed: "You can see this struggling little fellow has more stations than we have."

Mr. Willis' "headache" as general manager of WLAP, Mr. Sholis said, stems not from clear-channel WHAS but from the fact that there are four stations in the Lexington area and that Lexington cannot support four. He said WLAP's recent grant for 630 kc and increase from 250 w to 5 kw makes it "the superpower station of Lexington" and that competitively it will hurt the other Lexington stations much more than WHAS would with increased power.

Sen. Johnson said the question of "super-power" might be "a different thing" if it had been granted before so much investment had been made in so many new, smaller stations.

Frank P. Schreiber, station manager of the *Chicago Tribune's* WGN Chicago, reviewed the programs and other services of the clear-channel outlet, and reported that 1947 total receipts aggregated $2,714,000 as against $2,600,000 in operating costs, and that losses from FM operation cut the net profit to slightly less than $6,000.

Asked by Sen. Tobey whether he thought WOR New York was hurt by duplication of its frequency, he said WOR lost much of its rural coverage. Sen. Johnson interjected that many people are being given better service because of the breakdown of KOA Denver's channel.

Sen. Johnson repeatedly attacked as "the law of the jungle" the contention of clear-channel representatives that higher power should be used to protect against inroads from other nations.

Sen. Capehart suggested that international agreement on channel protection might be sought before enactment of the Johnson Bill. Sen. Johnson replied that that would put "the cart before the horse," and said "the object of this bill is to keep everything in *status quo*." When Mr. Schreiber insisted that the bill should not be passed without prior international agreement, Sen. Johnson said he would agree with Mr. Schreiber's statement if it were extended to exclude any change with respect to "super stations."

Hal Totten, WGN farm director, reviewed the station's farm activities in detail, telling the Committee that "we believe that we render a service on our farm programs that could not be duplicated by any combination of non-clear channel stations."

John M. Outler Jr., managing director of WSB Atlanta, was unable to appear, but his statement opposing the breakdown bill was placed in the record.

Marshall Wells, WJR Detroit farm director, called attention to WJR's work in behalf of rural listeners and presented letters from Michigan Governor Kim Sigler, Director Charles Figy of the Michigan Dept. of Agriculture, and J. F. Yaeger, assistant executive secre-

(*Continued on page 86*)

Just Sitting In

RETURN of Sen. Wallace White (R-Me.) for limited participation in the current hearings on the Johnson Bill (S-2231) is not expected to change the status of the White Bill (S-1333) now pending before committee. It was learned that Sen. White does not plan active return to legislative duties and is merely sitting in on clear channel hearings about one hour daily.

CALIFONE

Tops with Vallée

I am enclosing herewith my check for another CALIFONE. I am extremely pleased with the performance of the one I now have. It is a real pleasure to use a playback with professional fidelity, yet light enough to carry with ease.

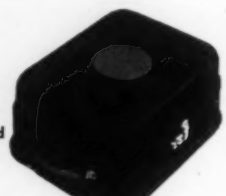
RUDY VALLEE

TOPS WITH SPONSORS, TOO!

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17¼" transcriptions and standard records.
- Plays 33 1/3 RPM and 78 RPM.
- Finest quality transcription crystal pickup—A static "400 Master."
- ¾ ounce needle pressure—replaceable, permanent needle—no needle noise—balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.



MODEL 6-A
• Low-Cost

Model 6-A Low Cost — Model 6-DC for AC-DC

$54.95 LIST PRICE $74.95

$41.25 NET — $56.22 NET

To Radio Stations, Advertising Agencies, Recording Studios

F. O. B. FACTORY

More than 250 Radio Stations now use Califone. Order yours today!

THE CALIFONE CORPORATION
4335 West 147th Street • Lawndale, California

From a near-by Graybar "supply station" you can get immediate delivery of broadcasting's most popular speech input console — the Western Electric 25B *(in use above)*. More than 225 FM, AM, and TV stations are enjoying the 25B's superb performance, versatility, and many technical advantages.

Graybar is your convenient source also of Western Electric 23C, 22D portable, and custom-built consoles.

In fact, Graybar has *everything* you need in broadcast equipment *(see list at right)* . . . PLUS everything for wiring, ventilating, signaling, and lighting — indoors or out — for studio, office, or transmitter! The nearest Graybar Broadcast Equipment Representative will gladly help you plan any installation — big job or little. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

4830

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

. . . made by (1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Par Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant

Distributor of *Western Electric* Broadcast Equipment

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in 98 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

NEW YORK
F. C. Sweeney, Watkins 4-3000
RICHMOND
E. C. Toms, Richmond 2-2833
CLEVELAND
W. S. Rockwell, Cherry 1360
BOSTON
J. P. Lynch, Kenmore 6-4567
ATLANTA
E. W. Stone, Cypress 1751
PITTSBURGH
R. F. Grossett, Court 4000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
JACKSONVILLE
W. C. Winfree, Jacksonville 5-6785
DETROIT
P. L. Gundy, Temple 1-5500
CINCINNATI
J. R. Thompson, Main 0600
ST. LOUIS
J. P. Lenkerd, Newstead 4700
SAN FRANCISCO
B. R. Cole, Market 5131
CHICAGO
E. H. Taylor, Canal 4104
KANSAS CITY, MO.
R. B. Uhrig, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321
MINNEAPOLIS
W. G. Pree, Geneva 1621
DALLAS
C. C. Ross, Central 6454
SEATTLE
D. I. Craig, Main 4635

Clears Present Case

(*Continued from page 84*)

tary of the Farm Bureau, all opposing the Johnson Bill, and messages from representatives of other groups commending WJR and expressing their reliance on it and other clear-channel stations.

Sen. Johnson questioned whether any charge of news-slanting had been made against WJR. Mr. Wells said there had not been. Mr. Caldwell, counsel for WJR, interjected that the Detroit station and WGAR Cleveland are under common ownership with KMPC Hollywood, that such a charge had been made involving KMPC, and that FCC consequently had ordered an investigation of all three stations.

Hugh A. L. Halff, president, treasurer and general manager of WOAI San Antonio, said that financially "we would be better off to remain with our present power, even though duplicated." But, he said, WOAI is "ready and willing to make a substantially larger investment with the probability of less net returns, in the interest of more adequate service to rural listeners."

Because of the "congestion" in the airlanes, he doubted "whether our signal today, with 50 kw, is as effective as it was years ago with 500 w."

Mr. Halff emphasized that clear-channel stations could be "of very vital service" to the armed forces and civilian defense in time of war.

He presented letters from a number of Texas farm groups which he said "definitely and unequivocably show the farmers' and ranchers' dependency on the retention of clear channels for their radio fare and in most instances urge the granting of increased power to better serve them."

Thursday Afternoon

Bill Shomette, farm program director of WOAI, described his duties and travels in farm programming and told the committee WOAI needed increased power to reach "fringe" areas which presently have unsatisfactory service.

J. B. Kidd, Texas rancher and former Federal Migratory Labor Supervisor, said clear channel service was needed by ranchers and farmers in order to get weather and stock information reliably all the time.

J. C. Gully, representing the Texas Sheep and Goat Raisers Assn., explained that dependable market and weather information was needed in his business and clear channel stations were best able to relay that information.

C. Richard Evans, assistant manager, KSL Salt Lake City, said that contrary to popular conception, if KSL were to increase power from 50 to 500 kw the coverage area would not materially increase. It would, he said, improve the grade of service already provided, especially at night to rural areas.

In line with this he said he was inclined to feel that if all the clear channel stations were to go off the air, the networks wouldn't need much of an increase in the number of affiliates.

"No matter what action this Committee takes with respect to S-2231," said the KSL executive, "it should not saddle its administrative arm with any such statutory definition" of protection against interference.

A signal of 0.5 millivolts per meter or less is not a very satisfactory signal, he explained, but thousands of rural residents in the West are dependent upon such signals. Adoption of such a standard, he concluded, "would deprive those persons of even that questionable service—their only service."

It was during this portion of Mr. Evans' testimony that Sen. Tobey interrupted to read a memorandum just handed him. "Sen. Johnson," he said, "is inclined to agree that an arbitrary engineering formula such as that in the bill can be improved by other language which would allow for some discretion by the FCC and would avoid the 'latitude effect' which is a relatively new engineering discovery."

Ralph W. Hardy, KSL executive assistant in charge of public affairs, devoted his presentation to four specific issues:

(1) He maintained that KSL, as now constituted or with the proposed increase in power, does not present a threat of monopoly. On the other hand, he said, "denial of skywave service to vast rural areas would be, in effect, creating a very real monopoly for local or regional stations in cities or towns having but one program choice."

(2) KSL, he said, does not and would not under increased power constitute a serious economic threat to the regional and local stations located in the Intermountain West. Figures were quoted to show that the financial return on investment to owners of local and regional stations in the Rocky Mountain area was "not only greater on the overall average than that to Class I stations, but in comparison to KSL their rate of income to investment was overwhelmingly higher."

(3) There is a social need and public interest, said the KSL executive, requiring the maintenance and improvement of clear-channel service in the West. "The principle of high power on clear-channel stations," he declared, "offers the only workable solution to the problem of serving scattered listeners over the vast reaches of the Intermountain West."

(4) KSL, he concluded, is qualified to render an extended program service to this widely scattered audience.

Thomas N. Dowd of the Washington law firm of Pierson and Ball presented a written statement in behalf of KOB Albuquerque, N. M.

The statement took no stand for or against the bill but suggested that the Committee allow FCC to issue a proposed decision on the clear-channel case. Then, KOB said, "if this proposed decision is not, in fact, found to be in the public interest, Congress and this committee would still have full power to correct any proposals by the Commission which are deemed to be against the public interest."

CHART III

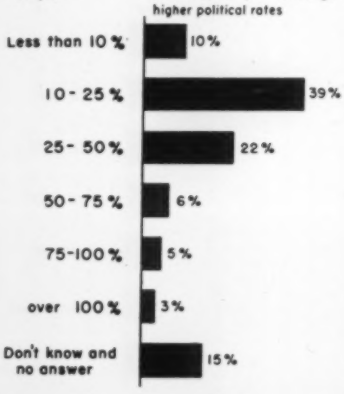
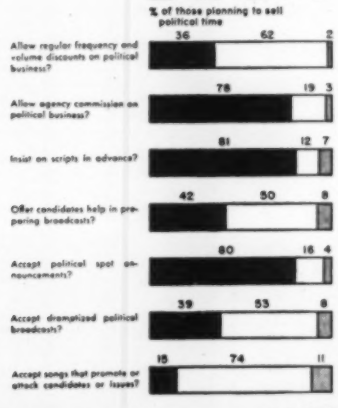


CHART IV



2,000 ARE REGISTERED FOR CCNY RADIO MEET

TOTAL registration has increased to 2,000, leaving standing room only for all sessions of the Fourth Annual Radio and Business Conference of the City College of New York April 13-14 [BROADCASTING, April 5].

In addition, all tables are filled for the awards luncheon April 14 in the ballroom of Hotel Roosevelt, New York. Opening session of the conference will be a panel discussion on "'What Can We Expect From Radio and Television?" at 8:30 p.m. April 13.

A second panel, "The Business Future of Radio and Television," is scheduled for 2:30 p.m., following the awards luncheon. Dr. Robert A. Love, head of CCNY's Evening and Extension Division, is conference director.

ASCAP Elections

THE AMERICAN SOCIETY of Composers, Authors, and Publishers March 30 announced the re-election of seven out of eight directors whose terms expire this year. John J. O'Connor, who declined renomination, was replaced by J. J. Robbins. Those re-elected for three-year terms were Gene Buck, Ray Henderson, John T. Howard, George W. Meyer, Max Dreyfus, Donald Gray, and Jack Mills. Deems Taylor, ASCAP president, made the announcement.

FCC Issues New Grants To Starkville, Kerrville

NEW AM station grants in Starkville, Miss., and Kerrville, Tex., were issued by the FCC Thursday.

Kerrville grant for 250 w full-time operation on 1050 kc, subject to engineering conditions, was given to Leonard B. Brown, owner of a loan and investment firm.

The Starkville station was authorized 250 w daytime operation on 1050 kc. Mississippi Broadcasting Co. is licensee of WJQS Jackson, WMBC Macon, and WCOC Meridian, all in Mississippi. Withers Gavin is president.

Milton W. Grinnell

MILTON W. GRINNELL, 58, radio engineer on the staff of FCC's Baltimore field office, died April 7. Mr. Grinnell was born at Washington, Me., Feb. 18, 1890. He is survived by his wife, Mary Florence Grinnell.

Stump Time

(*Continued from page 25*)

insist on script review, and 7% are uncertain.

Less than half of the stations (42%) plan to offer candidates help in preparing broadcasts, while 50% definitely will not do so. 8% are uncertain.

Four out of five stations (80%) will accept political spot announcements—only 16% will not. 4% are uncertain.

39% of the stations will accept dramatized political broadcasts, 53% will not. 8% are undecided.

Only 15% will accept songs that either promote or attack candidates or issues, while 74% categorically will not accept such songs; and 11% are uncertain.

If you plan to sell time for political broadcasts, will you collect for such broadcasts in advance?

	% of those planning to sell political time
Yes	92 %
No	3
Don't know and no answer	5
	100 %

Better than nine out of ten stations (92%) plan to collect for political broadcasts in advance, while only 3% are certain they will not ask for advance payment. 5% are doubtful of which procedure to follow at this point.

What base rates do you expect to charge?

% of those planning to sell political time

If political rates are higher than regular base rates, approximately how much higher will they be? (See Chart IV for reply breakdown.)

XUM

TV Formula

(Continued from page 71)

transmissions, but less program and depreciation charges.

1. Administration (1)	$ 5,000
2. Technical personnel (2)	6,000
3. Power supply	1,500
4. Tubes	1,500
5. Maintenance	750
6. Rent	1,200
7. Miscellaneous, incl. taxes, insurance, etc.	1,000
	$ 16,950

TYPE "B" STATION

A 500 watt video, 500 or 250 watt audio transmitter operated with network and local film (16mm) program material. Facilities for transmitting test pattern, and other live or recorded sound, are provided. Film reproducing equipment includes two 16mm projectors, slide projector, optical diplexer, and one film camera chain. Minimum of test equipment is included. Limited transmission of test pattern is assumed.

ESTIMATED CAPITAL COSTS

Range: $90,000-$130,000 or higher

Equipment:

1. Antenna system	$ 10,000
2. 500-watt trans. incl. input audio and video control, monitoring, test and turntable facilities	45,000
3. Monoscope (or flying spot) with sync generator and power supply equip.	7,000
4. Film camera chain	10,000
5. Dual 16mm, slide projectors	7,000
6. Video control unit	5,000
7. Audio facilities	3,000
8. Miscellaneous items	2,000
9. Installation	3,500
10. Contingencies (10%)	9,250
	$101,750

Site and Building Construction:

11.* Site procurement and development	3,000
12. Bldg. or space alterations, including services	13,000
13. Antenna supporting structure	5,000
14. Other items	1,500
15. Contingencies (10%)	2,250
	$ 24,750
	$126,500

* Items 11-15, inclusive, vary with local circumstances.

ESTIMATED ANNUAL OPERATING COSTS

A. 28 hour wk. 50% network, 50% local, plus limited pattern transmission.

Range: $25,000-$40,000

1. Non-tech. personnel (3)	$ 10,000
2. Technical personnel (3)	10,000
3. Power	2,000
4. Tubes (incl. film camera)	3,500
5. Maintenance	1,500
6. Rent	1,500
7. Miscellaneous	2,000
	$ 30,500

B. 28 hour wk. 100% local.*

Range: $30,000-$50,000

1. Non-tech. personnel (5)	$ 17,000
2. Technical personnel (3)	10,000
3. Power	2,500
4. Tubes (incl. film camera)	4,000
5. Maintenance	2,500
6. Rent	1,500
7. Miscellaneous	2,000
	$ 39,500

* It is believed film rental, associated program costs will be so high that when combined with lack of live talent programs and limited circulation, such operation may prove to be impractical.

TYPE "C" STATION

A 5 kw video, 5 kw or 2500 watt audio trans., dual 16mm film projectors, slide projector, optical diplexer, film camera, and completely equipped mobile unit. Transmission of test pattern for several hours per day is assumed.

Estimated Capital Costs

Range: $20,000-$280,000

Equipment:

1. Antenna system	$ 15,000
2. 5000-watt trans., incl. audio/video input, monitoring, test and turntable equip.	90,000
3. Monoscope (or flying spot scanner), sync generator, etc.	7,000
4. Film camera chain	10,000
5. Dual 16mm, slide projectors	8,000
6. Audio/video control and switching	16,000
7. Audio facilities	3,000
8. Remote equipment:	
Mobile unit with power supply	10,000
Dual camera chains	32,500
Radio relay	11,000
Misc. and lighting	2,500
9. Installation	8,000
10. Contingencies (10%)	21,300
	$234,300

Site and Building Construction:

11. Site procurement, development	$ 5,000
12. Building (or space alterations), plus services	20,000
13. Antenna supporting structure	10,000
14. Primary power	1,500
15. Miscellaneous items	2,500
16. Contingencies (10%)	3,900
	$ 42,900
	$277,200

Items 11-16, inclusive, vary with local circumstances.

Estimated Annual Operating Costs

A. 28 hour wk. 50% network, 50% local, plus pattern transmission (7 hours film, and 7 hours remote).

Range: $100,000-$150,000 or higher

1. Non-tech. personnel (11)	$ 45,240
2. Technical personnel (13)	44,980
3. Indirect expenses:	
Trans. and film (a) Power supply (b) Tubes (c) Maintenance (d) Miscellaneous	10,000
Mobile unit (a) Garage, maintenance (b) Supplies (c) Tubes, power	9,000
Rent	2,500
Misc. (TBA, insurance, taxes, office supplies, travel, entertainment, etc.)	5,000
	$116,720

Estimated Annual Operating Costs

B. 28 hour wk. 100% local.*

Range: $180,000-$250,000 or higher

1. Non-tech. personnel (17)	$ 67,704
2. Technical personnel (20)	71,188
3. Indirect expenses:	
Transmitter and film (a) Power supply (b) Tubes (c) Maintenance (d) Miscellaneous	20,000
Mobile unit (a) Garage and maintenance (b) Supplies (c) Tubes and power	20,000
Rent	2,500
Misc. (TBA, insurance, taxes, office supplies, travel, entertainment, etc.)	7,500
	$188,892

* A television station operated in conjunction with an established AM or FM station can operate at considerably less cost than a television station alone.

"C" Station Personnel

(28 hours, 50% Network, 50% Local)*

(a) Non-Technical

	Week
1 Manager	$ 200
1 Program, Sales	150
2 Announcers, $60 wk.	120
4 Program personnel, $60 wk.	240
1 Artist, $100 wk.	100
2 Secretary, Stenographer	60
11	$ 870

(b) Technical

1 Supervisor	$ 125
4 Technicians at transmitter	240
2 Assistant supervisors	160
2 Technicians, maintenance and film projection	100
4 Technicians—mobile unit	240
13	$ 865
	$1,735
	($90,220 per year)

* For 28 hours per week, 100% local, add 6 non-technical and 7 technical personnel (average salary $72 wk.).

TYPE "D" STATION

A 5 kw video, 5 kw or 2500 watt audio transmitter; dual 35mm and 16mm film and slide projectors with two film camera chains; completely equipped mobile unit, one studio equipped with two cameras and associated portable video equipment (shared with remote operations). Transmission of test pattern several hours per day assumed.

Estimated Capital Costs

Range: $275,000-$450,000 or higher

Equipment:

1. Antenna system	$ 16,000
2. 5000-watt trans., incl. audio/video control, monitoring and test equipment	100,000
3. Studio camera equipment (2)	40,000
4. Film camera equipment (2)	20,000
5. Film projection equipment (two 35mm/16mm/slide)	32,000
6. Studio sync. assoc. equip.	7,000
7. Control, switching, monitoring equip.	25,000
8. Audio facilities	10,000
9. STL facilities	15,000
10. Studio lighting	5,000
11. Test and misc. items	5,000
12. Installation	12,000
13. Mobile unit, fully equipped (two cameras)	56,000
14. Contingencies (10%)	34,300
Equipment cost total	$377,300

Site and Building Construction:

15.* Site procurement, development	$ 5,000
16. Buildings (or space alterations), plus services	30,000
17. Antenna tower	15,000
18. Primary power	1,500
19. Misc. items	2,500
20. Contingencies (10%)	5,400
	$ 59,400
	$436,700

* Items 15-20, inclusive, vary with local circumstances.

NOTE: Addition of one or more studios, permanently equipped with audio/video facilities, requires a more complex and expensive master control. Addition of remote or film scanning facilities, especially the former, runs cost up rapidly. In addition to appreciable capital cost increases, such additional facilities are reflected by marked increases in operating cost which may amount to several million dollars per year.

Estimated Annual Operating Costs

A. 28 hour week, 50% network, 50% local, plus pattern transmissions (5 hours remote, 5 hours film, 4 hours studio).

Range: $200,000-$300,000 or higher depending on local salary scale, other circumstances.

1.* Non-tech. personnel (23)	$ 83,720
2.* Technical personnel (28)	116,480
3. Indirect expenses:	
Transmitter (a) Power supply (b) Tubes (c) Maintenance (d) Misc.	14,500
Studio (a) Power (b) Tubes (camera) (c) Maintenance (d) Supplies (e) Wires (program)	15,000
Mobile unit (a) Power and tubes (b) Maintenance (c) Garage and shop (d) Supplies	15,000
Rent	5,000
Misc. (incl. taxes, insurance, travel, entertainment, telephone, telegraph, etc.)	10,000
	$259,700

Analysis of personnel and personnel costs for Class D station will be published next week.

Microwave Relays Are Granted WU

MICROWAVE radio relay project of Western Union to shuttle video programs between Philadelphia and New York was approved by FCC last week. Project is to be ready in time for the national political conventions [BROADCASTING, March 15].

Acting within a month of filing the formal applications, FCC granted construction permits for six experimental Class 2 microwave stations for the link.

Six TV Pleas Dismissed Under New FCC Policy

FOLLOWING up its new policy of requiring separate rule-making proceedings whenever changes in the television allocations table are proposed [BROADCASTING, March 29], FCC last week dismissed six video applications without prejudice to the applicants' petitioning for rule-making.

Applications dismissed were those of: WTOL and WTOD Toledo, leaving two applicants for a single channel; WSTV Steubenville, which was seeking reallocation of Channel 12 from Wheeling to Steubenville; WITH and WCAO Baltimore, leaving no pending applications in a community where all allocated channels have already been assigned; Lubbock Television Co., the only pending applicant for Lubbock, where no channels are allocated.

FCC Approval of WEIM Sale for $200,000 Asked

SALE OF WEIM and WEIM-FM Fitchburg, Mass., for $200,000 to group headed by Henry G. Molina, San Juan, P. R., attorney, was reported last week in an application to FCC for approval of the transfer.

Assignment of license is requested from Radio Station WEIM, composed of equal owners, Mitchell G. and Milton N. Meyers and Ruben E. Aronheim, to WEIM Fitchburg Inc., a new corporation.

Hubbel Quits WMAL

GORDON HUBBEL, director of program operations for WMAL Washington, has resigned effective April 15. He has been with the ABC outlet for more than five years. Mr. Hubbel indicated his resignation was occasioned by a desire to continue in the field of television, which he could not do under present arrangements at WMAL. He stated that he will give increased attention to his work as director of the radio-television school of American U., Washington.

Mr. Hubbel

4A's Acclaim TV

(*Continued from page 22*)

show magazines up 40% in cost with circulation up 46%, weekly supplements, rates up 28%, circulation up 49%; newspaper linage rates up 25%, circulation 31%. The inter-media data are not comparable, however, and cannot be used as a yardstick of value, according to Mr. Ryan.

John B. Cunningham, Newell-Emmett Co., New York, an AAAA director, cited results of a "skimpy" survey during the "Walking Man" contest of P&G. He said of 463 interviewed, 70% knew about "Miss Hush" and the "Walking Man"; 80% said they knew them as radio programs; 23% correctly identified the program; only 12% knew the product advertised. That 12%, he interposed, "may be 12,000,000 people." Mr. Cunningham played a skit from Henry Morgan broadcasts.

Theodore S. Repplier, president of the Advertising Council, said almost every commercial network program carries council messages. Including national spot and special handling, listener impressions run almost 300,000,000 a week or over 14,000,000,000 yearly, he said. The council has proposed a budget of $625,000 with each dollar bringing in $160 of advertising.

Kenneth D. Wells, director of operations, joint AAAA-ANA committee, described the campaign to promote public understanding of the U. S. economic system. "We are beginning to realize that selling America is an integral part of our regular job to maintain present standards of living which we have developed by advertising, mass marketing and quantity production," he said.

Rep. Karl E. Mundt (R-S. D.), addressing the annual banquet, termed the U. S. Information Service, including the "Voice of America," one of the bright spots in the confusing international scene, promising a new potency in the U. S. effort to wage a successful peace and curb Communism. He urged the AAAA to use its publicity talents in telling the American story abroad and to fortify the friends of freedom in their struggle for survival and success.

Describing TV's impact on the agency business, Mr. Hinks recalled that all advertising totaled $350,000,000 in 1920 at the time of radio's birth. While radio built its own volume, he went on, the four older media doubled their business. Ten top advertisers hardly used radio from 1922 to 1929, he recalled, but nearly all used the medium in the 1932-39 period, besides using the older media more extensively.

Total volume of advertising in 1947, including all forms of local and national coverage, amounted to $3,300,000,000, he said, or 2% of the $165,000,000,000 consumer expenditures for goods and services.

"Advertising reached that position in our economy," he declared, "in part at least, through the development of new media which have increased its flexibility, and extended its use to more and more marketing situations and even beyond the field of product selling. Television provides advertising with a new tool, different from what we have had to work with before. It opens new possibilities for effective advertising and will, I believe, make advertising an even greater force."

Mr. Hinks said neither radio nor movie techniques provide the answer to television, with experience and talents of art and copy and other departments utilized in programming. He suggested TV is a "whole agency operation, not a department." For some types of products TV is particularly effective, he said, with the agency obligated to use the new medium "in those fields and in those ways where the peculiar advantages of television will be fully utilized."

Referring to agency fees, Mr. Hinks said the 15% formula seems appropriate, and should be based on the total cost including stage props, painting, carpentry, photos, makeup and similar items. Mr. Hinks said his agency has eight video accounts including local spots, sports and a full-hour network drama.

Mr. Craig reviewed production problems of television, going into lighting, camera angles and similar factors. Addition of eyewitness effect to the voice gives TV vast power, he said. During a series of filmed commercials and during the later half-hour demonstration of video programming Mr. Craig kept up a running commentary. He explained techniques and program types. Among types of commercials were limited animation, full animation (which is expensive and must be used over and over), blowups, film and sound track with actor before camera, combined animation and live action, selections from industrial films, jingles and 100% live commercials.

TV APPLICATIONS

Ten More Seeking FCC Grants

TWO RIVAL BIDS for video Channel 7 in the Miami-Miami Beach area and a Channel 5 request by New Hampshire's Gov. Charles M. Dale for Portsmouth in his state, were among ten new applications for commercial television stations filed with FCC last week.

Seeking Channel 7 (174-180 mc) at Miami Beach are WKAT Inc., operator of WKAT and WKAT-FM Miami Beach, and Miami-Hollywood Television Corp., new in radio.

WHEB Portsmouth, N. H., owned by Governor Dale, seeks Channel 5 (76-82 mc) with 27.5 kw visual and 14.5 kw aural. Currently Channel 5 is allocated to Worcester and no channels are marked for Portsmouth. WHEB, first television applicant at Portsmouth, estimated the proposed facilities would cost approximately $179,200 exclusive of a new building being planned to house AM, FM and television. In addition to its FM affiliate, WFMI, the station also is associated in ownership with WKXL Concord. First year operation cost is estimated between $50,000 and $75,000 and revenue between $5,000 and $25,000. Bert Georges is vice president and general manager of the three stations.

The new applicants, facilities requested, and ownership, include:

Albany, N. Y.—The Press Co. Inc., Frank E. Gannett, president. Channel 2 (54-60 mc), effective radiated power 15.1 kw visual, 7.56 kw aural, antenna 353 ft. above average terrain. Total estimated cost $$238,840, first year operating cost $95,000, revenue unknown. Gannett interests also include several AM and FM stations in the East. Proposed programming 60%-75% commercial.

Denver, Col.—KLZ Broadcasting Co., Channel 7 (174-180 mc), 2.3 kw visual, 1.15 kw aural, antenna 319 ft. Initial cost $189,067, first year operating cost $180,000, revenue $90,000. First month's programming would be largely sustaining. E. K. Gaylord, president and director of applicant company, also is president and director of Oklahoma Publishing Co., and WKY Radiophone Co. (WKY), Oklahoma City, Out West Broadcasting Co. (KVOR), Colorado Springs, Col., and West Central Broadcasting Co. (WEEK), Peoria, Ill.

Flint, Mich.—Booth Radio Stations Inc., Channel 11 (198-204 mc), 2.8 kw visual, 1.4 kw aural, 385 ft. antenna. Initial cost $106,217, first year $60,000, revenue $48,000. John L. Booth, president of Booth Radio Stations Inc., holds 98.97% of stock in applicant corporation which is licensee of WJLB WJLB-FM Detroit and WBBC Flint and is permittee of WBBC-FM Flint.

Jacksonville, Fla.—Jacksonville Broadcasting Corp., Channel 6 (82-88 mc) 19.8 kw visual, 10.2 kw aural, antenna 298 ft. Initial cost $188,242, first year $70,000, revenue $40,000. Applicant is licensee of WPDQ Jacksonville and majority stock holder in WNCA Asheville, N. C.

Miami Beach, Fla.—WKAT Inc., Channel 7 (174-180 mc) 18.6 kw visual, 9.8 kw aural, antenna 741 ft. 8 in. Initial cost $224,500, first year $144,000, revenue $75,000. Applicant is licensee of WKAT Miami Beach and premittee of WKAT-FM. Voting stock in applicant corporation held 100% by president, A. Frank Katzentine.

Miami, Fla.—Miami-Hollywood Television Corp., Miami. Channel 7 (174-180 mc) 17.1 kw visual, 12.2 kw aural. Initial cost $150,825, first year $100,000, revenue not determined. Jonas Weiland, president and treasurer of corporation, holds 95.1% of voting stock, his wife, Lenore Weiland, vice president, holds less than 1%; T. D. Ellis, secretary, holds less than 1%, and members of the families of both Mr. and Mrs. Weiland hold stock. Mr. Weiland is licensee of WFTC Kingston, N. C., majority stockholder WFTC Broadcasting Co. Inc., 48% stockholder, vice president and director of WSSV Petersburg, Va. Mrs. Weiland is minority stockholder in Hollywood Broadcasting Co., licensee of WINZ Hollywood, Fla. Mr. Ellis, a Hollywood, Fla., attorney, is officer, director and minority stockholder (101% common shares) in Hollywood Broadcasting Co. Inc.

Portsmouth, N. H.—Gov. Charles M. Dale, Channel 5 (76-82 mc), 27.5 kw visual, 27.5 kw aural. Initial cost $179,200, first year costs $50,000-$70,000, revenue $5,000-$25,000. Applicant is licensee of WHEB Portsmouth and associated in ownership with WKXL Concord.

Santa Barbara, Calif.—M. R. Schacker, of Los Angeles, Channel 6 (82-88 mc), 1.5 kw visual, 0.75 kw aural. Initial cost, $144,159.80, first year $90,000, revenue cannot be estimated. Under same arrangement as explained in case of Santa Barbara station, Manuel R. Schacker would hold 85%, Edward Iannelli 15%.

Shreveport, La.—Homer W. Snowden d/b as Shreveport Television Co., Channel 8 (180-186 mc), 26.4 kw visual, 13.2 kw aural, antenna 494 ft. Initial cost $256,000, first year $100,000, revenue $75,000. Applicant an oil producer and major stockholder in Hamlin and North Western Railroad, intends to file for TV in Oklahoma City, Denver and Wichita, Kan. Programming 75% commercial.

Sacramento, Calif.—M. R. Schacker, an unincorporated business management association, Los Angeles. Channel 6 (82-88 mc) 1.5 kw visual, 0.75 aural. Initial cost $145,159.80, first year $90,000, revenue cannot be estimated. Manuel R. Schacker, who holds 100% interest in M. R. Schacker firm plans to give 15% interest in station to Edward Iannelli for services rendered or to be rendered by Mr. Iannelli, a co-partner in the M. R. Shacker firm. Mr. Schacker will retain 85% interest. Mr. Iannelli, an engineer, holds 50% interest in Cardinal Broadcasting Co., 50% interest in Redlands Broadcasting Co. and 15% interest in United Nations Broadcasting Co.

FLYING ROOSTER

WIBW's Plane Covers Area For Listeners

THERE'S a rooster out Kansas way that really gets around—and by air. This rooster is WIBW Topeka's private plane, the "Flying Rooster," which has flown over 25,000 miles rooting out farm news for WIBW listeners. The little plane has "covered" floods, state fairs, wheat festivals, flood control projects and has even chased wolves. The plane is equipped for landings in wheat fields, pasture lands or any impromptu field that is handy to some special event its crew is covering.

Man who uses the plane most is Gene Shipley, farm service director. Others who use it often are Ben Ludy, general manager and Pug Marquardt, chief engineer.

FM GRANTS

Four More Issued Last Week

CONDITIONAL grants for two new Class B FM stations were authorized last week by FCC. CP for new non-commercial FM station was also granted by Commission.

Collinson Broadcasting Co., Topeka, Kan., licensee of KTOP that city, received conditional grant for a Class B outlet on Channel 258 (99.5 mc).

James A. Noe, licensee of WNOE New Orleans, granted CG for Class B in New Orleans. Channel 222 (92.3 mc) is proposed.

Veterans Vocational School, Troy, N. Y., was granted CP for a non-commercial outlet on Channel 211 (90.1 mc) with 400 w. Antenna height, minus 240 feet.

Other FM grants authorized in the past fortnight but not previously reported included one new Class A station and three Class B outlets, plus four Class A and seven Class B construction permits.

WHERE can you get all these features in one loudspeaker?

Amazingly high quality
Surprisingly low cost
Small size (8⅜" diam., 3⅛" depth)

ONLY in the Western Electric 755A

Immediate shipment from stock

Compare for yourself the quality of music reproduction that you get from the 755A with that of other speakers on the market. We think you'll agree that it's tops.

Combining outstanding quality with small space requirements, the 755A is a leading choice in broadcast stations for control room monitoring, studio cue and talkback, audition rooms, visitors' lounges, studio viewing rooms and executive offices. In fact, you can rely on the 755A in *any* spot—for the finest quality at low cost.

Details? 8 watts continuous capacity. Frequency range 70 to 13,000 cycles. Coverage angle 70 degrees. Weight only 4¾ pounds. Size: 8⅜" diameter, depth 3⅛". Only 2 cubic feet of enclosure space needed.

Don't forget—this amazing speaker is ready *right now* for immediate shipment from stock—in quantity! Call your nearest Graybar Representative—or write to Graybar Electric Company, 420 Lexington Ave., New York 17, N.Y.

—QUALITY COUNTS—

Distributed by GraybaR — Offices in 93 Principal Cities

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Western Electric

XUM

Outlook Among TV Grantees, etc.

(*Continued from page 8*)

Greensboro, N. C.	WGBG	Greensboro News Co.	Ch. 2	2-26-48
Akron, Ohio	WAKR	Summit Radio Corp.	Ch. 11	12- 2-47
Canton, Ohio	WHBC	Brush-Moore Newspapers Inc.	Ch. 7	1- 5-48
Cleveland	WJW	WJW Inc.	Ch. 2	12-16-47
Toledo, Ohio	WTOL	Community Bcstg. Co.	Ch. 10	1-28-48
Pittsburgh	WCAE	WCAE Inc.	Ch. 10	1-29-48
Wilkes-Barre, Pa.	WILK	Wyoming Valley Bcstg. Co.	Ch. 11	12- 3-47
York, Pa.	WSBA	Susquehanna Bcstg. Co.	Ch. 8	2- 5-48
Dallas, Tex.	WFAA	A. H. Belo Corp.	Ch. 12	12- 9-47
Houston, Tex.	KXYZ	Harris County Broadcast Co.	Ch. 5	2-24-48
Richmond, Va.	WRNL	Richmond Radio Corp.	Ch. 3	2-16-48

CBS AM Affiliates

AUTHORIZED BY FCC . . .

Stockton, Calif.	KGDM-TV	E. F. Peffer	Ch. 8	CP	1- 9-47
Washington, D. C.	WMAL-TV	Evening Star Bcstg. Co.	Ch. 7	CP	4-26-46
Indianapolis	WFBM-TV	WFBM Inc.	Ch. 6	CP	1-30-48
Louisville, Ky.	WHAS-TV	WHAS Inc.	Ch. 9	CP	9-19-46
Baltimore	WMAR-TV	A. S. Abell Co.	Ch. 2	CP	5-19-46
Binghamton, N. Y.	WNBF-TV	Clark Assoc. Inc.	Ch. 12	CP	2- 5-48
New York	WCBS-TV	Columbia Bcstg. System	Ch. 2	Lic.	3-10-42
Charlotte, N. C.	WBT-TV	Jefferson Standard Bcstg. Co.	Ch. 3	CP	1-30-48
Cincinnati	WKRC-TV	Radio Cincinnati Inc.	Ch. 11	CP	1-16-48
Columbus, O.	WBNT (WBNS)	TV Inc.	Ch. 10	CP	3-17-48
Dayton, Ohio	WHIO-TV	Miami Valley Bcstg. Co.	Ch. 13	CP	1-30-48
Philadelphia	WCAU-TV	The Evening Bulletin	Ch. 10	CP	9-30-46
Dallas, Tex.	KRLD-TV	KRLD Radio Corp.	Ch. 4	CP	9-12-46

APPLICATIONS PENDING . . .

Birmingham	WAPI	Voice of Alamaba Inc.	Ch. 9	3-25-48
San Diego, Calif.	KSDJ	McKinnon Publications	Ch. 6	1-30-48
San Francisco	KQW	Columbia Bcstg. System	Ch. 9	3-15-48
Hartford, Conn.	WDRC	Conn. Bcstg. Co.	Ch. 10	9-16-47
Jacksonville, Fla.	WMBR	Florida Bcstg. Co.	Ch. 4	3-17-48
Miami	WGBS	Fort Industry Co.	Ch. 5	11-28-47
Atlanta, Ga.	WGST	Georgia School of Technology	Ch. 11	1-27-48
Chicago	WBBM	Columbia Bcstg. System	Ch. 11	8- 4-47
South Bend, Ind.	WSBT	South Bend Tribune	Ch. 13	12- 9-47
Des Moines	KSO	Murphy Bcstg. Co.	Ch. 2	3-12-48
Topeka, Kan.	WIBW	Topeka Bcstg. Assn.	Ch. 7	3-12-48
Topeka, Kan.		Midland Bcstg. Co.	Ch. 11	3- 2-48
New Orleans	WWL	Loyola U.	Ch. 10	3- 3-48
Baltimore	WCAO	Monumental Radio Co.	Ch. 6	3- 9-48
Boston	WEEI	Columbia Bcstg. System	Ch. 9	12-15-47
Worcester, Mass.	WTAG	WTAG Inc.	Ch. 5	2-24-48
Detroit	WJR	WJR, The Goodwill Station Inc.	Ch. 5	11- 5-47
Kansas City	KMBC	Midland Bcstg. Co.	Ch. 9	1-29-48
St. Joseph, Mo.		Midland Bcstg. Co.	Ch. 13	3-11-48
Omaha, Neb.	KFAB	KFAB Bcstg. Co.	Ch. 7	3-30-48
Buffalo, N. Y.	WGR	WGR Bcstg. Corp.	Ch. 9	2-18-48
Rochester, N. Y.	WHEC	WHEC Inc.	Ch. 2	2-17-48
Akron, Ohio	WADC	Allen T. Simmons	Ch. 11	12-10-47
Cleveland	WGAR	The WGAR Bcstg. Co.	Ch. 7	11- 7-47
Youngstown, Ohio	WKBN	WKBN Bcstg. Corp.	Ch. 13	1-22-48
Harrisburg, Pa.	WHP	WHP Inc.	Ch. 8	9- 8-47
Pittsburgh	WJAS	Pittsburgh Radio Supply House	Ch. 10	2-25-48
Providence, R. I.	WPRO	Cherry & Webb Bcstg. Co.	Ch. 13	11-25-47
Houston, Tex.	KTRH	KTRH Bcstg. Co.	Ch. 5	2- 9-48
Richmond, Va.	WRVA	Larus & Bro. Co.	Ch. 10	3-19-48
Wheeling, W. Va.	WWVA	West Virginia Bcstg. Corp.	Ch. 12	3- 4-48
Milwaukee	WISN	Hearst Radio Inc.	Ch. 10	3-22-48

MBS AM Affiliates

AUTHORIZED BY FCC . . .

Hollywood	KTSL (KHJ)	Don Lee Bcstg. System	Ch. 2	CP	8-12-41
Washington, D. C.	WOIC	Bamberger Bcstg. Service	Ch. 9	CP	4-26-46
Chicago	WGNA (WGN)	WGN Inc.	Ch. 9	CP	10-31-46
Boston	WNAC-TV	Yankee Network	Ch. 7	CP	10- 2-47
Albuquerque	KOB-TV	Albuquerque Bcstg. Co.	Ch. 4	CP	5-21-46
New York	WOR-TV	Bamberger Bcstg. Service	Ch. 9	CP	5- 8-47
Cincinnati	WCPO-TV	Scripps-Howard Radio	Ch. 7	CP	2-20-48
Lancaster, Pa.	WGAL-TV	WGAL Inc.	Ch. 4	CP	1- 8-48

APPLICATIONS PENDING . . .

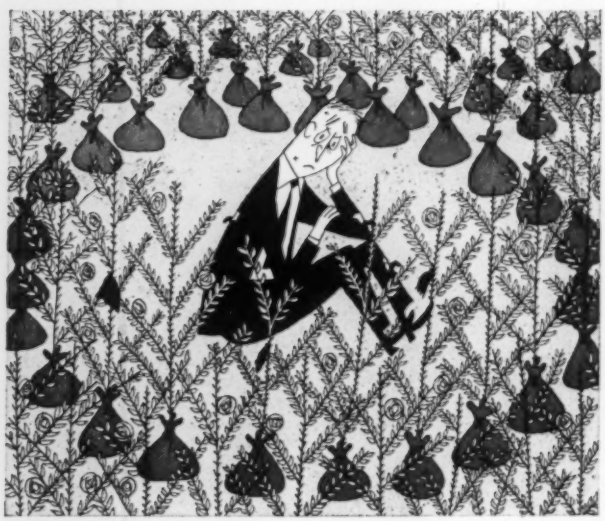
San Diego, Calif. (La Jolla)	KGB	Don Lee Bcstg. System	Ch. 6	3- 9-48
San Francisco	KFRC	Don Lee Bcstg. System	Ch. 2	10-20-43
San Luis Obispo, Calif.	KVEC	The Valley Electric Co.	Ch. 3	3- 1-48
Bridgeport, Conn.	WICC	The Yankee Network	Ch. 10	1-26-48
Miami Beach, Fla.	WKAT	A. Frank Katzentine	Ch. 7	5- 1-45
Indianapolis	WIBC	Indiana Bcstg. Corp.	Ch. 12	2-18-48
Fall River, Mass.	WSAR	Fall River Herald News Pub. Co	Ch. 8	2- 4-48
Springfield, Mass.		The Yankee Network	Ch. 3	2-20-48
Flint, Mich.	WBBC	Booth Radio Stations	Ch. 11	4- 5-48
Minneapolis	WLOL	Independent Merchants Bcstg. Co.	Ch. 7	3- 9-48
Kansas City	WHB	WHB Bcstg. Co.	Ch. 5	2-13-48
St. Louis	KWK	Thomas Patrick Inc.	Ch. 9	2-16-48
Atlantic City	WMID	Mid Atlantic Bcstg. Co.	Ch. 8	2-16-48
Albany, N. Y.	WROW	Hudson Valley Bcstg. Co.	Ch. 7	3-29-48
Charlotte, N. C.	WAYS	Inter-City Adv. Co.	Ch. 11	2-24-48
Canton, Ohio	WHBC	Brush-Moore Newspapers	Ch. 7	1- 5-48
Cleveland	WHK	United Bcstg. Co.	Ch. 7	11- 7-47
Steubenville, Ohio	WSTV	The Valley Bcstg. Co.	Ch. 12	2- 3-48
Philadelphia	WIP	Pennsylvania Bcstg. Co.	Ch. 12	4-28-47
Pittsburgh	KQV	Allegheny Bcstg. Corp.	Ch. 8	11-13-47
Reading, Pa.	WHUM	Eastern Radio Corp.	Ch. 5	1-15-48
Dallas, Tex.	WRR	City of Dallas	Ch. 10	3- 1-48
Richmond, Va.	WLEE	Lee Bcstg. Co.	Ch. 10	4- 2-48

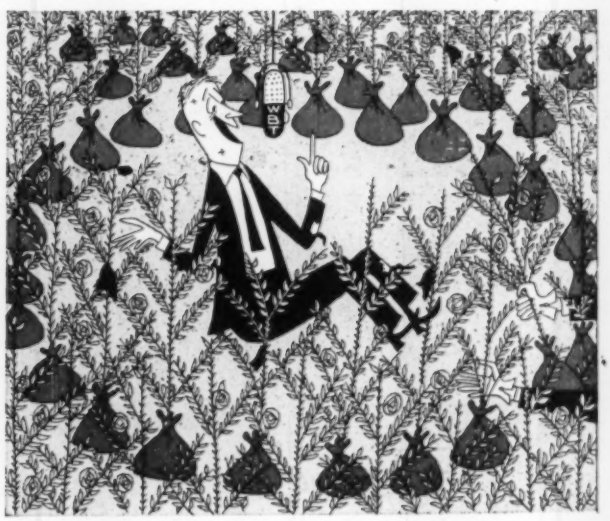
NBC AM Affiliates

AUTHORIZED BY FCC . . .

Birmingham, Ala.	WBRC-TV	Birmingham Bcstg. Co.	Ch. 4	CP	1-30-48
Hollywood, Calif.	KNBH	National Bcstg. Co.	Ch. 4	CP	12-20-46
Los Angeles	KFI-TV	Earle C. Anthony Inc.	Ch. 9	CP	1-20-46
Wilmington, Del.	WDEL-TV	WDEL Inc.	Ch. 7	CP	8-28-47
Wash., D. C.	WNBW (WRC)	National Bcstg. Co.	Ch. 4	Lic.	12-29-47
Chicago	WNBQ (WMAQ)	National Bcstg. Co.	Ch. 5	CP	5- 2-46
Louisville, Ky.	WAVE-TV	WAVE Inc.	Ch. 5	CP	2-12-48
Baltimore	WBAL-TV	Hearst Radio Inc.	Ch. 11	CP	5-21-46
Boston	WBZ-TV	Westinghouse Radio Stations Inc.	Ch. 4	CP	8- 9-46
Detroit	WWJ-TV	Evening News Assn.	Ch. 4	CP	7-11-46
Minneapolis	KSTP-TV	KSTP Inc.	Ch. 5	CP	5-16-46
Kansas City, Mo.	WDAF-TV	Kansas City Star Co.	Ch. 4	CP	1-30-48

WBT takes care of a thorny problem .





A Subsidiary of The Jefferson Standard Life Insurance Company

St. Louis	KSD-TV	The Pulitzer Pub. Co.	Ch. 5	CP	7-11-46
Omaha, Neb.	WOW-TV	Radio Station WOW	Ch. 6	CP	1-30-48
Albuquerque, N. M.	KOB-TV	Albuquerque Bcst. Co.	Ch. 4	CP	5-21-46
Buffalo	WBEN-TV	WBEN Inc.	Ch. 4	CP	8-15-46
New York	WNBT (WNBC)	National Bcstg. Co.	Ch. 4	Lic.	6-17-41
Rochester, N.Y.	WHTM(WHAM)	Stromberg-Carlson Co.	Ch. 6	CP	2- 5-48
Schenectady	WRGB (WGY)	General Electric Co.	Ch. 4	Lic.	2-26-42
Cincinnati	WLWT (WLW)	Crosley Bcstg. Corp.	Ch. 4	CP	11-21-46
Cleveland	WNBK (WTAM)	National Bcstg. Co.	Ch. 4	CP	5-16-46
Columbus, Ohio	WLWC	Crosley Bcstg. Corp.	Ch. 3	CP	11-21-46
Dayton, Ohio	WLWD	Crosley Bcstg. Corp.	Ch. 5	CP	4- 4-47
Toledo, Ohio	WTTV (WSPD)	The Fort Industry Co.	Ch. 13	CP	12- 6-46
Johnstown, Pa.	WJAC-TV	WJAC Inc.	Ch. 13	CP	8-29-46
Lancaster, Pa.	WGAL-TV	WGAL Inc.	Ch. 4	CP	1- 8-48
Philadelphia	WPTZ	Philco Television Bcstg. Corp.	Ch. 3	Lic.	4-20-43
Providence, R. I.	WJAR-TV	Outlet Co.	Ch. 11	CP	5-16-46
Memphis, Tenn.	WMCT(WMC)	Memphis Pub. Co.	Ch. 4	CP	11-28-47
Fort Worth, Tex.	WBAP-TV	Carter Publications	Ch. 5	CP	6-20-46
Salt Lake City	KDYL-TV	Intermountain Bcstg. Corp.	Ch. 9	CP	5-16-46
Richmond, Va.	WTVR(WMBG)	Havens & Martin Inc.	Ch. 6	CP	5-16-46
Milwaukee	WTMJ-TV	The Journal Co.	Ch. 3	CP	1-23-47

APPLICATIONS PENDING . . .

San Diego, Calif.	KFSD	Airfan Radio Corp.	Ch. 10		2-11-48
Hartford, Conn.	WTIC	The Travelers Bcstg. Service Corp.	Ch. 10		9-10-47
Miami, Fla.	WIOD	Isle of Dreams Bcstg. Corp.	Ch. 5		12- 5-47
Tampa, Fla.	WFLA	The Tribune Co.	Ch. 4		3- 8-48
Indianapolis	WIRB	Indianapolis Bcstg. Inc.	Ch. 8		1-23-48
Davenport, Iowa		Central Bcstg. Co.	Ch. 5		3-25-48
Des Moines	WHO	Central Bcstg. Co.	Ch. 2		2-20-48
Trenton, N. J.	WTTM	Trent Bcstg. Corp.	Ch. 1		9-15-47
Charlotte, N. C.	WSOC	Radio Station WSOC	Ch. 9		2- 6-48
Allentown, Pa.	WSAN	Lehigh Valley Bcstg. Co.	Ch. 8		12- 3-48
Pittsburgh	KDKA	Westinghouse Radio Stations Inc.	Ch. 6		11-21-47
Wilkes-Barre, Pa.	WBRE	Louis G. Baltimore	Ch. 11		7-12-45
Dallas, Tex.	WFAA	A. H. Belo Corp.	Ch. 12		12- 9-47
Houston, Tex.	KPRC	The Houston Post Co.	Ch. 4		1-20-48
San Antonio	WOAI	Southland Industries Inc.	Ch. 4		3-15-48
Madison, Wis.	WIBA	Badger Bcstg. Co.	Ch. 9		2-20-48

Non Affiliated Interests Seeking TV

AUTHORIZED BY FCC . . .

Hollywood	KLAC-TV	KMTR Radio Corp.	Ch. 13	CP	12-20-46
Hollywood	KTLA	Television Productions Inc.	Ch. 5	CP	12-20-46
Los Angeles	KTTV	The Times-Mirror Co.	Ch. 11	CP	12-20-46
Riverside, Calif.	KARO(KPRO)	Bcstg. Corp. of America	Ch. 1	CP	12- 9-46
San Francisco	KRON-TV	Chronicle Pub. Co.	Ch. 4	CP	7-18-46
San Francisco	KWIS (KSFO)	Associated Bcstrs. Inc.	Ch. 5	CP	10-27-46
New Haven, Conn.	WNHC-TV	Elm City Bcstg. Corp.	Ch. 6	CP	8-28-47
Washington, D. C.	WTTG	DuMont Labs. Inc.	Ch. 5	CP	4-26-46
Miami	WTVJ	Southern Radio and Television Equipment Co.	Ch. 4	CP	3-12-47
Chicago	WBKB	Balaban & Katz	Ch. 4	Lic.	10-26-43
Bloomington, Ind.	WTTV	Sarkes & Mary Tarzian	Ch. 10	CP	5- 8-47
Indianapolis	WWHB	Wm. H. Block Co.	Ch. 3	CP	10-10-46
Ames, Iowa	WOI-TV	Iowa State College	Ch. 4	CP	9-19-46
New Orleans	WRTV	Maison Blanche Co.	Ch. 4	CP	1-16-47
New Orleans	WTPS-TV	Times-Picayune Pub. Co.	Ch. 7	CP	1-30-48
Baltimore	WAAM	Radio-Television of Baltimore	Ch. 13	CP	5-21-46
Waltham, Mass.	WRTB	Raytheon Mfg. Co.	Ch. 2		5-16-46
Detroit	WTVO (WJBK)	Fort Industry Co.	Ch. 2	CP	3-20-47
Minneapolis		Northwest Bcstg. Co.	Ch. 9	CP	3-11-48
Newark, N. J.	WATV (WAAT)	Bremer Bcstg. Corp.	Ch. 13	CP	5- 8-47
New York	WABD	DuMont Labs. Inc.	Ch. 5	Lic.	5- 2-44
New York	WPIX	News Syndicate Co.	Ch. 11	CP	5- 8-47
Cleveland	WEWS	Scrips-Howard Radio	Ch. 5	CP	7-18-46
Cleveland	WXEL	Empire Coil Co.	Ch. 9	CP	10-30-47
Columbus, Ohio		Picture Waves Inc.	Ch. 6	CP	3-17-48
Erie, Pa.		Dispatch Inc.	Ch. 12	CP	3-17-48
Philadelphia	WPTZ	Philco Television Bcstg. Corp.	Ch. 3	Lic.	4-20-43
Pittsburgh	WDTV	DuMont Labs. Inc.	Ch. 3	CP	1-16-47
Dallas, Tex.	KBTV	Lacy-Potter Television Bcstg. Co.	Ch. 8	CP	9-11-47
Houston, Tex.	KLEE-TV	W. Albert Lee	Ch. 2	CP	1-30-48
Seattle	KRSC-TV	Radio Sales Corp.	Ch. 5	CP	12-17-46

APPLICATIONS PENDING . . .

Phoenix, Ariz.		Phoenix Television Co.	Ch. 5		3-26-48
Bakersfield, Calif.		Pearl Lemert	Ch. 10		12- 4-47
Fresno, Calif.		Donroy Bcstg. Co.	Ch. 4		3-22-48
Oakland, Calif.	KROW	KROW Inc.	Ch. 11		12- 5-47
San Diego, Calif.	KLIK	Balboa Radio Corp.	Ch. 3		12-18-47
San Diego, Calif.		Television Bcstg. Co.	Ch. 10		2-12-48
San Diego, Calif.	KUSN	San Diego Bcstg. Co.	Ch. 10		2-13-48
San Diego, Calif.		Video Bcstg. Co.	Ch. 3		2-24-48
San Francisco		Leland Holzer	Ch. 11		3- 1-48
San Francisco	KSAN	S. H. Patterson	Ch. 9		11-26-47
San Francisco		Television California	Ch. 11		3-15-48
San Francisco		Radio Diablo	Ch. 13		3-11-48
San Francisco		Television Productions	Ch. 9		10- 4-45
San Jose, Calif.		FM Radio and Television Corp.	Ch. 13		3-15-48
San Jose, Calif.		Video Bcstg. Co.	Ch. 13		2-24-48
Denver, Col.	KTLN	Landon Television Bcst. Co.	Ch. 5		3-31-48
Waterbury, Conn.		The Nutmeg State Bcstg. Co.	Ch. 12		10-15-47
St. Petersburg, Fla.		Sunshine Television Corp.	Ch. 7		2-24-48
Atlanta, Ga.	WBGE	General Bcstg. Co.	Ch. 13		2- 9-48
Atlanta, Ga.		Eurith Dickinson Rivers Jr.	Ch. 8		1-14-48
Chicago	WIND	Johnson Kennedy Radio Corp.	Ch. 2		6-23-47
Chicago		Sun and Times Co.	Ch. 13		9-19-47
Chicago		Zenith Radio Corp.	Ch. 2		2-16-48
Indianapolis		Crosley Bcstg. Corp.	Ch. 12		1-28-48
Des Moines	KIOA	Independent Bcstg. Co.	Ch. 5		1-27-48
Des Moines		Tri-States Meredith Bcstg. Co.	Ch. 2		3- 8-48
Iowa City	WSUI	State U. of Iowa	Ch. 11		2-24-48
New Orleans		Mississippi Valley Bcstg. Co.	Ch. 10		2-10-48
New Orleans		New Orleans Television Co.	Ch. 2		2-10-48
Baltimore	WITH	Maryland Bcstg. Co.	Ch. 6		2-26-48
Boston		E. Anthony & Sons	Ch. 9		12-16-47
Boston		Boston Metropolitan Television Co.	Ch. 9		10-13-47
Boston	WHDH	Matheson Radio Co.	Ch. 13		12-15-47
Boston		New England Television Co.	Ch. 13		11- 4-47
Boston		New England Theatres Inc.	Ch. 13		8-10-45

(Continued on page 105)

■ ■ ■ ***SELLS 52,412 ROSE BUSHES AT LOWEST COST PER SALE IN THE NATION***

Moving rose bushes can be a stickler of a job. But not for 50,000-watt WBT. For thirteen weeks, a nursery ran a rose bush selling campaign on the country's leading stations. WBT sold 52,412 in three months...an average of 575 bushes a day! Most important, WBT's cost per sale was the lowest in the nation—9%!

The agency reported, "Your record is the finest we have ever had. We are sure it is because of WBT's large audience and the confidence it has in WBT."

Big sales at low cost. That's a WBT habit. Because WBT averages more listeners in Charlotte, day and night, than all other stations *combined**...has virtually no Charlotte competition in 94 other Carolina counties.

Have *you* a thorny sales problem? Use WBT. You'll plant your message in the homes of three and a half million WBT-Carolinians. And have a rosy future.

**C. E. Hooper, Oct.-Nov., 1947*

WBT

The Jefferson Standard Broadcasting Company

Represented by Radio Sales...Radio Stations Representative...CBS

'HEY BOB'
KRNT and WOW Stage Traffic Safety Contest

A MAN-SIZED dummy named "Hey Bob" has Des Moines and Omaha talking — talking traffic safety. He is central figure in a year-long traffic safety campaign being conducted in the form of a two-city contest by KRNT Des Moines and WOW Omaha.

"Hey Bob," meaning, "Hey, Be on the Beam!" symbolizes the traffic menace of reckless and careless drivers and jaywalkers. Under contest rules, the city whose traffic fatality record is the worst must entertain the dummy. Des Moines was the first host. After a brief stay in Omaha, the dummy was flown to Des Moines, where an official delegation met him in a reception broadcast by KRNT. "Hey Bob" was taken to municipal court, where Judge Ralph Moore convened a special session, recorded and later aired by KRNT. The figure was presented to Des Moines' Mayor John MacVicar and Don Hutchings, Junior Chamber of Commerce president, by Glen Cavanaugh, Omaha Traffic Safety Council president, and WOW Manager Soren Munkhof, following a special parade.

The campaign is being promoted with transcribed traffic warning announcements and air and public appearances of "Hey Bob." A trophy will be awarded the city with the best traffic record at the end of the year. KRNT will award a "Hey Bob" trophy to the "Safe Driver of the Year" at the end of 1948.

KRNT Newsman Russ Van Dyke interviews "Hey Bob" at the Des Moines airport.

* * *

WNYC Service Show Wins Army, Marine Citations

WNYC and WNYC-FM New York received citations last week from the U. S. Army and the Marine Corps Reserve for "service in the public interest."

The Army's American Theatre Medal was awarded to Seymour N. Siegel, director, and Frank Rosa Jr., producer of *At Your Command*, during the April 5 broadcast of the program.

The following day the Marine Corps Reserve recruiting division cited the stations during a special broadcast, in which Mr. Siegel received a certificate of appreciation.

Radio Pioneers Club List Of Officers Announced

NEW OFFICERS of the Radio Pioneers Club were elected at a dinner meeting held in New York April 1. In addition to Edgar Kobak, MBS president, who was elected president, and Frank E. Mullen, NBC executive vice president, elected first vice president [BROADCASTING, April 5], other new officers are:

William S. Hedges, NBC vice president, second vice president and secretary; Alfred Morton, National Concert Artists Bureau president, vice president and treasurer; Paul T. Morency, vice president and general manager of WTIC Hartford, vice president; Arthur Church, owner and president of KMBC Kansas City, vice president; Edgar Bill, president and general manager of WMBD Peoria, vice president.

Richfield News Program On NBC to End April 30

AFTER 17 years on NBC western stations, *Richfield Reporter* discontinues its six weekly night newscasts effective April 30. Cancellation results from network's unwillingness to work out arrangement whereby the sponsor, Richfield Oil Corp., Los Angeles, can remain in the 10 p.m. (PST) spot it has held since going on the air May 1, 1931, according to Hixson-O'Donnell Adv. Inc., agency servicing account.

According to an agency spokesman, the early daylight schedule in California has forced the program into the 11 p.m. spot, damaging its listenership pattern. Further it was pointed out that the permanency of daylight time in California occasioned by the power shortage made it unwise to continue in view of what was described as network's unbending stand.

KFI Expands

LEASE for an adjoining lot measuring 50x135 feet was announced recently by William B. Ryan, general manager of KFI Los Angeles, to house one-story studio facilities for video operations. Construction is to start about April 15 with completion by early June. Present plans for the studio call for a 45x70 ft. studio, office space for supervisory production and engineering personnel, dressing room, clients' viewing room and projection booth.

Kenneth F. Lockwood

KENNETH F. Lockwood, 66, rated one of the outstanding hunting and fishing authorities in the U. S., died April 2 following his weekly WNJR Newark broadcast. Mr. Lockwood, whose program, *Out in the Open*, was heard Fridays 7:45 to 8 p.m., had been with WNJR since it began operations late in 1947.

News

SPENCER ALLEN, WGN Chicago newscaster, has been appointed head of WGN-TV news department. He is in charge of field newsreel camera crews and supervises production of still picture shows as well as newsreel telecasts. He also will establish a news morgue and library. Before joining WGN in 1938, Mr. Allen had been with WTMV East St. Louis, Ill., and KMOX St. Louis.

RICHARD J. COOK, publisher and editor of Bulletin Index, Pittsburgh, weekly news magazine, and formerly heard over KQV Pittsburgh, has started series over WPIT that city. Mr. Cook is heard Mon.-Fri. 9:05-9:15 a.m. and 6:05-6:15 p.m. He is well known to area listeners for his broadcasts during the powerstrike that blacked out Pittsburgh last year.

Mr. Cook

GENII WILLOCK, member of news staff of WHB Kansas City, has been designated as special deputy sheriff for Jackson County. Miss Willock is an experienced pilot and will assist sheriff's office by flying over flood scenes and other disaster areas to obtain information for rescue workers.

BOB PFEIFFER, newscaster at WMT Cedar Rapids, is teaching one-semester course in "Radio and Radio Writing" at night school of Coe College, Cedar Rapids.

JACK LEWIS, former editorial writer for Daily Home News and Sunday Times of New Brunswick, N. J., has been named news director for WDHN-FM New Brunswick.

VIC REED, manager of news and special events of KGO San Francisco, has been appointed by Mayor Joseph Smith of Oakland to the Committee for Good Citizenship. Committee was formed to encourage registration of all Oakland voters.

LOWELL WATTS, farm reporter of KLZ Denver, is the father of a boy, Gary Lowell.

Fire Underwriters Judges Named for Radio Division

THREE broadcasters have been named by the National Board of Fire Underwriters as radio division judges for the board's annual Gold Medal Award.

They are: Robert Saudek, ABC director of public service; Arthur Stringer, NAB director of special services; Lowell Clucas, chief of English language broadcasts, "Voice of America." Nearly 50 stations have been nominated for this year's award. The judging is scheduled to take place in New York early this month.

KWK-FM Resumes

KWK-FM St. Louis, off the air for three months to install a more powerful transmitter and a new antenna system, resumed operations April 1 on 99.1 mc (Channel 256) with 70 kw effective radiated power. KWK-FM beacon is 585 feet above street level, the station reports, with tower and transmitting equipment atop the Boatmen's Bank Bldg., St. Louis. Station is on the air 3-10 p.m. daily.

Accurate

STOP WATCHES

by CLEBAR

For unfailing ACCURACY in timing you can rely on Clebar precision timers. They have proved their dependability in leading studios, laboratories and colleges.

CLEBAR TIMERS MEET THE REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS STOP WATCH PRECISION TEST.

No. 654 CLEBAR TIMER

1/5 second, 30 minute register. Start, stop, start again from crown; push button returns to zero. 7 jewel non-magnetic movement; nickel chrome case.....Each $18.50

No. 652 CLEBAR TIMER—

1/5 second. Long hand registers fifths of seconds; small hand minutes up to 30. Side slide for starting and stopping; pressure on crown returns to zero. Chrome case; 7 jewel non-magnetic movement.....Each $18.50

No. 652 CLEBAR

EVERY CLEBAR TIMER IS ELECTRONICALLY SET, RIGIDLY TESTED, AND GUARANTEED FOR ONE YEAR.

If interested in other models Send for Illustrated Catalog B

CLEBAR WATCH CO., Inc.

551 FIFTH AVE., NEW YORK 17, N. Y.

RADIO POLL FINDINGS IN CINCINNATI GIVEN

RESULTS of a radio poll conducted by the *Cincinnati Post* indicate that 77% of the city's listeners look forward to new record shows.

A total of 12% favored more drama shows and 11% wanted additional symphony programs, according to the *Post's* second annual poll published March 27.

Top honors for the best series in all classes went to WCPO, the *Cincinnati Post* station, for its *Yours for the Asking* program which was favored in 52% of the 421 valid ballots cast. Second was WZIP's *Music for Moderns* with 28% and third *Morning Matinee* by WLW with 20%.

Winners in other classes, station and percentages follow:

Best performer (all classes), Paul Dixon, WCPO, 52%; best women's program, *Fifty Club*, WLW, 52%; best daytime program, *1230 Club*, WCPO, 67%; best night program, *Moon River*, WLW, 21%; best record show, Paul Dixon, WCPO, 56%; best male vocalist, Jack Brown, WLW, 70%; best female vocalist, Sylvia, WLW, 56%; best studio announcer, Earl Corbett, WCPO, 49%; best sportscaster, Waite Hoyt, WCPO, 49%; best newscaster, Bob Otto, WCPO, 37%, and least offensive commercial, by Case Clothes, 50%.

Fairbanks Is Taking Over NBC Television Newsreel

JERRY FAIRBANKS Productions have taken over *NBC Television Newsreel* in a move for greater coverage of major news events and for five newsreel video issues weekly.

Paul Alley, NBC, heads newsreel operations and network's entire film staff has joined Fairbanks. Jesse Sabin, Washington, D. C., staff cameraman, has been shifted to New York as new editor of newsreels. Joseph Vadala, formerly with Universal Newsreel, has taken over in Washington. Fred Porrett has also been added to New York production staff to handle camera work on television commercial accounts for NBC, plus subjects for Fairbanks motion picture short subjects.

Law Firm Registers

IN COMPLIANCE with the Foreign Agents Registration Act, the law firm of Ginsburg and Leventhal, 1147 Connecticut Ave. N.W., Washington, D. C., has filed a registration statement, the Department of Justice reports. The firm was registered as legal advisor to the Jewish Agency for Palestine, New York City . . . "with particular reference, at present time, to problems relating to the establishment of a communications system (radiotelegraph and radiobroadcasting) in Palestine, including contracts for services, equipment, frequencies, etc."

CHIEF ENGINEERS of Columbia-owned stations meet with CBS executives in New York for series of technical meetings and a discussion of general operations (March 22-26). L to r: Mason Escher, assistant studio technical supervisor for the network; Henry Grossman, CBS director of technical and building operations; and chief engineers, J. J. Beloungy, WCCO Minneapolis-St. Paul; Harold A. Dorschug, WEEI Boston; R. G. Thompson, WCBS New York; Clyde Hunt, WTOP Washington; Lester Bowman, KNX Hollywood; George Sherman, WBBM Chicago, and Harry Harvey, KMOX St. Louis.

SPORTSCASTS

Atlantic Refining Co. Big Eastern Sponsor

ATLANTIC REFINING Co., with N. W. Ayer & Son Inc., the agency, has completed details on its 13th consecutive season of radio sponsorship of professional baseball games. More than 462 major league games and many minor league contests will be aired.

In Philadelphia, the company will co-sponsor with Supplee-Wills-Jones Milk Co. all the home games of the Athletics and Phillies. If no game is played on a particular day at Shibe Park, another major league contest will be reconstructed. This will mean at least 154 contests wil be aired. On open dates a substitute broadcast on sports will be carried from 2:25 to 2:45 p.m.

Stations used in the Athletics-Phillies net will be: WIBG Philadelphia; WAMS Wilmington; WBUD Morrisville; WFPG Atlantic City; WSCR Scranton; WCMB Lemoyne; WPPA Pottsville; WKOK Sunbury; WHUM Reading; WCHA Chambersburg and WBPZ Lock Haven. Announcers will be Byrum Saam and Chuck Thompson.

Television Plans

Atlantic also will co-sponsor televising of all the Athletics' and Phillies' home games over WPTZ Philadelphia, with Claude Haring handling the assignment. Co-sponsors have not been designated.

A Western Pennsylvania network of 15 stations, with WWSW the originating outlet, is now being formed to carry the 154-game schedule of the Pittsburgh Pirates, with games away from home being reconstructed. Announcers will be Rosey Rowswell and Bob Prince, with Rieck-McJunkin Dairy Co. the co-sponsor.

A New England network of 17 stations, with WHDH Boston the originating outlet is being set up to carry home games of the Boston Red Sox and the Braves, a coverage of at least 154 contests. Announcers will be Jim Britt and Tom Hussey. Co-sponsor with Atlantic will be Narragansett Brewing Co.

All night games of the Baltimore Orioles will be broadcast and a single contest on Sunday will be aired through WITH Baltimore. Games away from home will be reconstructed. The announcer will be Bill Dyer and Gunther Brewing Co. will be Atlantic's co-sponsor.

IARNE PLANS NO NEW MAYFLOWER ACTION

IOWA ASSN. of Radio News Editors has decided to make no further representatives to FCC in opposition to the Mayflower decision on editorializing in the news. With 45 members present, the association, meeting in Des Moines March 27, lined up with the National Assn. of Radio News Directors to watch the dispute from the sidelines. IARNE, which went on record last October opposing the Mayflower doctrine, took the position that the matter was one to be worked out by management.

Several projects undertaken by IARNE to raise radio news standards in Iowa were advanced. Among these were: Assembling, with the assistance of the U. of Iowa, of a standard guide for pronunciation of Iowa towns, counties and rivers; sponsoring a method to standardize compiling of traffic death lists; working in close cooperation with the State Highway Dept. to accomplish fast reporting of accurate highways information, particularly during bad weather.

IARNE also marked its second anniversary at the meeting. The group was formed two years ago at an NAB news clinic in Cedar Rapids.

Here's The Picture In ROCHESTER
The Kodak City

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 A.M. Monday through Fri.	33.7	28.3	10.0	6.5	12.3	7.1
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	39.4	25.1	11.5	10.7	8.1	2.8
EVENING 6:00-10:00 P.M. Sunday through Sat	34.0	34.7	8.9	10.4	9.6	Station Broadcasts till Sunset Only

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME — JAN.-FEB., 1948
Authority—C. E. HOOPER, INC.
"Station Listening Index"

WHEC — ROCHESTER, N.Y.
CBS
5,000 WATTS
National Representatives
J. P. McKinney & Son
New York, Chicago San Francisco

IT ALL BOILS DOWN TO
'D.A.'
DAYTIME LISTENING AUDIENCE
IN NORTHEAST IOWA
30 DAY COVERAGE BY HUGH MUNCY, FARM DIRECTOR
400 MILES, 19 MEETINGS, 21 SPECIAL BROADCASTS.
60 DAY STATION MAIL PULL 17,262 PIECES
kayx
WATERLOO IOWA
1000 watts 1090 kc
A.W. TRIGGS JR. MGR.
NATL. REP. TAYLOR-HOWE-SNOWDEN SALES, INC.
AREA REP. TALLCORN NETWORK. GEORGE W. WEBBER

INVEST YOUR AD DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

Telestatus Report

(Continued from page 8)

to provide minimum of four hours a day to affiliates.

CONTRACTUAL CONDITIONS

NBC—Affiliates to share in facilities costs (coaxial cable or radio relay) on basis of market potential plan which rates each station service area according to anticipated eventual video circulation, allocating network costs accordingly. NBC plans no sustaining program service, will sell affiliates NBC feature programs which may be sponsored locally. Cost of such programs will be divided among affiliates buying them on basis similar to that for facilities. On network commercials stations will receive an average of about 30% of card rates. Contracts vary according to local conditions, however, with no standard contract form arrived at as yet. NBC's AM affiliates given first chance at video affiliation in their markets.

CBS—Plans full sustaining service without charge to stations, in AM style. Where interconnecting links between stations are comparatively short, such as in New York - Philadelphia - Baltimore - Washington hookup, CBS will stand facilities charges itself. For long hauls special arrangements will be made. CBS has no standard contract yet, making individual contract with each affiliate with all factors and angles considered, using AM contract as base wherever feasible. CBS contract with AM affiliates calls for TV affiliation as well if station goes into video field.

ABC—No standard contract yet. Making individual deals with each station independently according to factors involved. Planning some sustaining service largely on co-op basis with programs available for local sponsorship. Facilities charges to be divided between network and stations.

KINESCOPIC PROGRAM SERVICE

NBC—Will supply commercials and feature programs to stations outside coaxial cable or radio relay range by kinescopic films (photographed off screen of monitor receiver while program is going live to network). Initial contracts with KSTP-TV and WLWT call for them to get programs sponsored by Swift & Co., R. J. Reynolds Tobacco Co., Kraft Foods Corp., U. S. Rubber Co., General Foods Corp., Gillette Safety Razor Corp., etc., by this process.

CBS—No definite plans for such service as yet but will offer it if enough stations want it so that cost per station is not excessive.

REPRESENTATION

NBC—Will act as sales representative for any TV affiliate desiring NBC to do so. Does not represent any of three affiliates signed to date.

CBS—Has agreed for Radio Sales to represent WCAU-TV but does not plan on making this a general policy. Will follow AM pattern here as in other video affiliation aspects.

ABC—No plans for representing any stations but its own O & O stations.

ADDENDA

NBC would like to eliminate chain-break commercials during network option time periods. Points out that unit program length may be ten minutes in TV instead of 15 minutes as in AM and that chain breaks plus network commercials at such short intervals might easily become excessive and harmful to the development of television as an advertising medium.

CBS plans for full sustaining service to TV affiliates are motivated in part, at least, by present scarcity of stations and facilities which means stations more apt to accept service from a number of networks than has been the case in AM. By providing full service, CBS hopes to become the dominant network with its affiliates and to leave less time for them to fill from other nets. Such service, CBS believes, will also enable affiliates to economize on local program originations by leaving elaborate (and costly) studio productions to network, concentrating on news, sports, forums and special event programs locally.

To aid station personnel in getting video training, CBS is planning to hold television seminars in engineering, operating, programming and other features of video broadcasting, taking perhaps 15 men at a time and continuing each seminar for about three weeks, during which the station men will be able to work with and observe the network staff on all types of video programs.

As television networks become an imminent reality rather than a future possibility, NBC and CBS are beginning to merge their television operations into their regular AM network departments, which are being expanded in line with their additional duties. Both networks, for instance, have made video station relations a function of the regular station relations departments, where it previously had been handled as a television department activity. Similarly, NBC is merging video sales into its general network sales department and CBS has already placed video promotion under the supervision of the CBS promotion department. With both networks planning duplication of AM programs on TV, a considerable amount of integration if not a complete merger of the program departments seems essential here, too.

NARFD Committee Assignments Made

NATIONAL ASSN. of Radio Farm Directors 1948 committee assignments have been announced by Charles Worcester, WMT Cedar Rapids, Iowa, NARFD president.

Heads of five committees named to review practices in as many phases of farm broadcasting are: Gordon Loudon, WWL New Orleans, audience surveys; Edd Lemons, WKY Oklahoma City, program practices; John Marrifield, WWJ Detroit, television; Miriam Foltz, WOSU Columbus, homemaker features; Maynard Speece, KUOM St. Paul, relations between agricultural college extension services and farm broadcasters.

Layne Beaty, WBAP Fort Worth, heads advisory committee which includes past NARFD officers and Bill Drips, NBC agricultural director.

Other committees and their directors are: Sam Schneider, KVOO Tulsa, professional guidance; Mal Hansen, WOW Omaha, membership; Wallace Kadderly, KGW Portland, Ore., yearbook; Bill Diamond, WHO Des Moines, awards; Homer Martz, KDKA Pittsburgh, publicity; Richard Kathe, WGAR Cleveland, problems of new farm broadcasters; Hal Totten, WGN Chicago, Phil Evans, KMBC Kansas City, and Paul Visser, NBC, Chicago, arrangements for annual NARFD meeting.

The following head committees to plan regional meetings: Arnold Ebbert, KOAC Corvallis, Ore., western; D. A. Adam, WTAW College Station, Tex., southwest; Cliff Gray, WSPA Spartanburg, S. C., southeast; Phil Alampi, WJZ New York, northeast; Jim Miles, WBAA Lafayette, Ind., east central; Merrill Langfitt, KMA Shenandoah, Iowa, west central.

WMAW to Join ABC

WMAW Milwaukee, 5-kw outlet on 1250 kc (fulltime), will affiliate with ABC network on Aug. 16, replacing WEMP Milwaukee, the network announced last week.

WRBL
COLUMBUS • GEORGIA
Day and Night 5000 WATTS
More *POWER-ful* than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO.

Programs

VISIT to one home in listening area is made each week by two announcers from WISL Shamokin, Pa., who wire-record their visit as basis for new program titled "Family of the Week." Aired Sundays at 5:30-5:45 p.m., series is sponsored by local firm, Hirsh Shoe Stores. Format includes informal chats with members of the family, display of talent and choice of pass-word that can be used by listeners during that week to benefit by 10% reduction on purchases of shoes at sponsor's store. During visit, family determines which of them will receive pair of shoes from the sponsor, and member reading the best commercial also receives pair of shoes.

Contest for Italy

TO STIMULATE world thinking about democracy, WRUL New York, international shortwave station of World Wide Broadcasting Foundation, April 7 started essay contest offering 651 prizes to the Italian people. Special series beamed to Italy, offers Italian people prizes ranging from new tractor down to pair of shoes for best 250-word letter in Italian on subject: "How Can We Keep the Peace and Make Real Democracy Live?" Prizes will be awarded only for letters received from Italy. Contest was opened by Drew Pearson in a special show from Washington studio of WRUL. Prizes have been contributed by American firms and individuals. Contest will run for 30 days.

WABD Remote

ANOTHER "first in television will be claimed April 14 when WABD New York, DuMont video station, will make a remote pickup of complete stage and screen show from Winter Garden Theatre of New York, on the eve of Treasury Department's security loan drive. WABD's remote unit will cover entire show, from arrival of celebrities to last stage performance. Also to be telecast is the screen version of Universal-International's "Are You With It?," a documentary film in support of the Bond drive. Hollywood Star Donald O'Connor is scheduled to head stage show. Admission to show will be by purchase of a $25, $100 or $1000 bond.

'Science for You'

DESIGNED for and dedicated to grammar and high school students, "Science for You" program has been started over KXOK-FM St. Louis, in cooperation with St. Louis Board of Education. Aired every other Wednesday at 3 p.m., program presents outstanding leaders in field of science who answer questions posed by St. Louis students.

'Mike Fright'

TREATMENT of "Mike Fright" is basis of new program of that title heard over WSCR Scranton, Pa. Announcer Mike Woloson invites listeners to the studio and, on their requests, "exposes" them to a studio microphone. If the "patient" is improved after this ordeal, he is awarded a card which certifies that he has been treated for the malady known as mike fright in studios of WSCR, and that being cured of said malady, he is now able to look any mike in the eye and say, "Nuts to you." Certificate bears Mr. Woloson's signature.

TV in Church Services

SPRING conference sessions of Church of Jesus Christ and Latter-day Saints, meeting in Tabernacle on Temple Square, Salt Lake City, will be televised by KSL-TV Salt Lake City, but not as a regular telecast for public consumption. Video images, flashed on series of screens in the assembly hall, will provide general conference overflow crowds with views of speakers and choirs taking part in the Tabernacle. Images will be transmitted from Tabernacle pulpit and choir loft to the assembly hall by direct wire. Crew of six KSL engineers under direction of Chief Engineer Vince Clayton will be on hand during conference proceedings. Two large cameras, mounted on tripods and equipped with three types of lenses, will be in operation during the three-day session. According to Ivor Sharp, KSL general manager, television service so far is entirely experimental.

ROCKY GRAZIANO (center) takes time out from his training to talk about the strategy he used in his bout against Sonny Horne in Washington, D. C. April 5. Sam Kaufman (r), sportscaster for WWDC Washington, listens intently, as does Goldie Ahearn, promoter of the fight. Mr. Kaufman recorded an on-the-spot interview with Rocky to use on his evening show over WWDC.

Child Care

CHILD CARE and training program, "The Inquiring Parent," heard over WISN Indianapolis, Tues. 3:30 p.m., has received enthusiastic praise from parents, school heads and parent-teacher groups, the station reports. Presented under auspices of council division of Milwaukee County Community Fund and Council of Social Agencies, program is series of 13 transcribed quarter-hour broadcasts, featuring Dr. Luther E. Woodward, child psychologist and field consultant for National Committee for Mental Hygiene, who discusses with an "inquiring parent" some fundamental problem of child behavior.

Opening of 'Look House'

FORMAL opening ceremonies of "Look 1948 House" at John Marshall Square, Washington, was scheduled to be broadcast over WOL Washington, April 11 at 2:45 p.m. Principal speakers on the program were Sen. Ralph E. Flanders of Vermont, Rep. Charles Halleck (R-Ind.), and Mrs. Gardner Cowles, associate editor of Look Magazine.

Press Roundtable

PRESS is making itself heard on "Headline Makers," half-hour weekly roundtable of Los Angeles newspapermen which started April 5 on KLAC Hollywood. Emanating from Los Angeles Press Club, program involves discussion of week's top news stories and anticipated events for coming week by reporters from metropolitan and adjacent cities' newspapers.

Welfare Problems

WELFARE problems are subject of new series titled "These Are Your Neighbors" heard over WHAS Louisville. Programs originate from radio studios of U. of Kentucky in Lexington, and are autobiographical in format, and designed to tell story behind social inequities, child welfare problems, public assistance, old age assistance and other social welfare problems. Program is produced by U. of Kentucky in cooperation with Department of Social Work, and is aired Sat. 2-2:15 p.m.

'Gadget Jury'

AMATEUR inventors are being offered an outlet for their ideas via KFWB Hollywood, in weekly half-hour format, moderated by Donn Davis. Known as "Gadget Jury," program is mainly concerned with news of modern inventions but listeners are eligible for $3,000 in prizes by submitting their own. Unrehearsed, program analyzes practical and impractical suggestions submitted.

Format Revised

CUSTOMARY belief that farm listeners prefer hillbilly music has been discredited somewhat by Margaret Banks, who has charge of all musical programs over WBIG Greensboro, N. C. In connection with station's "Dinner Bell Hour," designed for farm listeners, Miss Banks conducted a survey of 1,000 farm families. Her survey revealed preference for music ranked as follows: Classical and semi-classical 65%; popular 22%; religious 8%; hillbilly 5%. Station reports format for "Dinner Bell Hour" has been changed to carry music according to the percentages revealed in survey.

Smile Contest

NATIONAL LAUGH Week was observed by KRNT Des Moines, with a smile contest. Contest was conducted by Don Bell, KRNT disc. m.c., from April 1-7, during which time he asked listeners to smile at three strangers and then describe results or reactions in letters to him. Four of the best letters were read on his daily 6-8:00 a.m. show, and each winner received dollar bill. Grand prize for the most unusual and cleverest letter was two choice tickets to Broadway production of "Annie Get Your Gun," playing at KRNT Radio Theatre.

They Don't Mean It

IN PREPARING ten film spots a week which Schuster's, Milwaukee department store, will use on WTMJ-TV Milwaukee (see New Business), it was necessary to pick out standard "mood" theme for the films. After audition session between Frank Hart of WTMJ-TV continuity department, and Jerry Stoizoff, radio-television director of Crammer-Krasselt Co., Schuster's agency, theme was finally selected. Following day Mr. Hart called the agency to ask if they knew the name of the song. When the agency replied in the negative, Mr. Hart commented it was rather odd for a television show, as the song is titled "Close Your Little Eyes."

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by London

YOU'RE GONNA GET MY LETTER IN THE MORNING

On Transcriptions: World—Charlie Spivak; NBC THESAURUS—Slim Bryant.

On Records: Mary Osborne—Dec. 24308; Adrian Rollini—Bullet 1023; Guy Lombardo—Dec. (soon to be released).

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

SWELL NEW RECORDS FOR YOUR SHOWS

from RCA Victor's latest releases!

Money Is Honey and Guest In A Nest — RCA Victor 20-2771

Corn To Lose and Peace Of Mind — RCA Victor 20-2772

You Can Do No Wrong and Love Of My Life — RCA Victor 20-2784

Spring In December and I Wanna — RCA Victor 20-2762

Nino The Great Yacovino and I Don't Want To Dream — RCA Victor 26-9030

Old McDonald's Boogie and Swamp Woman Blues — RCA Victor 20-2774

RCA VICTOR RECORDS

Allied Arts

R. E. MATHES, former chief engineer of Finch Telecommunications, has joined Gray Research and Development Co., New York, as chief engineer. Before the war Mr. Mathes was with RCA Laboratories and during the war was in radar counter measures with BuShips. Mr. Mathes is vice chairman of communication section of New York Chapter of AIEE.

LOUIS A. SPOSA, former managing director of Allied Stores-RCA Victor Television Caravan, will be in charge of Television Workshop courses at Washington Square (New York) College of New York U. Mr. Sposa previously taught video courses at City College of New York, and at one time was with DuMont Television Network.

A. M. MacCUTCHEON, former vice president in charge engineering for Reliance Electric & Engineering Co., Cleveland, has been awarded 1947 Lamme Medal of American Institute of Electrical Engineers. Mr. MacCutcheon, who retired in 1946, was honored for "his distinguished accomplishments in development of motors for industrial needs, notably in steel industry." Presentation is to be made at summer general meeting of institute in Mexico City, June 21-25.

WILLIAM MORRIS AGENCY, New York, is handling new television package formulated by the Lambs Club. Television show is built around one act plays that Lambs Club has produced for its annual Gambols since 1874. Proceeds of the television venture would go to welfare fund of the club. **WILLIAM MORRIS Jr.**, president of William Morris office, is member of the club and is handling the program. Show will be called "At The Lambs," and will be sold as either quarter hour, half or full hour series.

JACK ROURKE, head of Jack Rourke Radio Productions, Hollywood, has been signed for role in "The Long Denial" being produced at RKO starring Melvyn Douglas and Maureen O'Hara.

MICHAEL AMRINE, director of public relations for Advertising Council for more than a year, resigned March 31 to accept another position in public relations field. No replacement has been named as yet.

HENRY TOBIAS, vice president in charge of television production of Larry Finley Productions, Hollywood, is in New York setting up television offices. He will remain there until end of month meeting on new talent and film packages. He will be assisted by **FLORENCE GREEN**. Firm's aim is to have films available for distribution to stations by June 1.

W. HAMILTON WALTER has been appointed coordinator of sales for Raytheon Mfg. Co., Waltham, Mass., supervising the firm's marketing, advertising, and public relations programs. Mr. Walter formerly was vice president in charge of sales for North Electric Co.

WILL GOULD has sold original television film play "Crepe for Suzette" to Jerry Fairbanks Productions, Hollywood. Play is scheduled for filming this month.

JOSEPH H. GARDNER, public relations office, has moved offices to 8555 Sunset Blvd., Hollywood. Telephone: BRadshaw 21245.

ROLLAND GILLETT, producer-director of films and stage plays in England, has been named assistant director for Martin Gosch Productions Inc. to work on Mr. Gosch's new television series, "Tonight on Broadway," sponsored by American Tobacco Co. on WCBS-TV, New York.

WILLIAM A. YOELL, marketing consultant and originator of Yoell Radio Index, and **EDWARD G. DOODY & Co.**, St. Louis, market research firm, have announced consolidation of their companies with offices at 511 Fifth Ave., New York.

FRANK REICHER, stage and screen actor, has joined cast of "Public Prosecutor," Jerry Fairbanks Inc., Hollywood, video film for NBC.

CLOCK PUBLISHING Co., Santa Monica, Calif., has formed radio production department under direction of **BOB METZ**, who has been with eastern and overseas stations for past seven years. Assisting him are **GENE LEE COON**, as announcer, and **GEORGIA NICHOLAS**, scriptwriter. Seven shows are now in production, including two television shows to be released within next month.

SCHOOL OF RADIO TECHNIQUE Inc., Hollywood, April 15 starts extensive seven-week television broadcasting course. Joining school's board of advisors to set up and instruct courses are **CHARLES B. BROWN**, KFI Los Angeles program manager, AM-FM and television; **RONALD C. OXFORD**, executive producer of KFI television; and **WES TURNER**, Video Broadcasting Co. technical director.

CROSLEY Div., Avco Mfg. Corp., Cincinnati, has introduced new "Swing-A-View" television receiver with ten-inch picture tube permitting movement from side to side in 60-degree arc, to allow full view from any angle. Priced at $795 plus installation and federal tax, set is console combination with AM, FM, shortwave, and automatic record changer.

GAROD ELECTRONICS Corp., Brooklyn, N. Y., maker of radio and television receivers, has announced opening of a Chicago display room and warehouse at 743 North La Salle St. **LEONARD ASHBACH**, Garod's president, will make his Chicago headquarters at that address.

HENRY G. RANDOLPH, of Chicago district sales office of General Electric Co., Electronics Dept., has been appointed a district manager of the department, with headquarters in Dallas, Tex. He succeeds **WALTER M. SKILLMAN**, who has been appointed sales manager of standard line radios in GE Receiver Div., Syracuse.

LIFT FOR TV

WBKB Used Power Crane As Antenna

WHEN A GROUP of youngsters from the Libertyville (Ill.) Boys Club asked WBKB Chicago to televise their March 27 boxing tournament, Capt. Bill Eddy, director of the Balaban & Katz station, looked doubtful. The terrain at Libertyville, 37 miles northwest of Chicago, is level farm land, with no tall building in sight. An antenna elevation of at least 100 feet is required.

Capt. Eddy was about to say "Sorry" when Frank Gilmer, the youngsters' coach, recalled that a Libertyville construction firm owned a big power crane.

"Why not use this to hoist antenna, cables, and an engineer skyward?" suggested the coach, half joking.

"I'll try anything once," said the WBKB skipper.

The experiment worked. Televiewers received some of the clearest pictures ever aired by the station, WBKB reports.

TV Research Underway At GE Electronics Lab

CLEARER PICTURES for television receivers, better ways to relay video programs from city to city and the development of color television are among projects being undertaken by General Electric's Electronics Laboratory at Electronics Park, Syracuse, N. Y.

This was revealed in a statement issued last week outlining the laboratory's objectives and plans and covering activities within the laboratory building by George F. Metcalf, manager, and Dr. Lyman R. Fink, assistant manager.

Housed in an inconspicuous building among mammoth manufacturing structures at Electronics Park, the laboratory has set out systematically to invent and develop a wide variety of equipment for the electronic and associated fields, it was disclosed. "Primary aim," according to Dr. Fink, is "to reduce research to practice as fast as possbile."

KOVO to 1 kw

KOVO Provo, Utah, MBS affiliate last week increased its power from 250 to 1,000 w, 960 kc fulltime. KOVO is also one of the 20 stations of the Intermountain Network. Clifton A. Tolboe is president and general manager.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES--SPECIALISTS 9A & 9B
NOW--48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E. PHONE 845-W
JAMESTOWN, NORTH DAKOTA

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 1230
1833 M STREET, N. W
WASHINGTON 6. D. C.

Radio Towers Erected
Painted and Serviced
Ground Systems and Transmission Lines Installed
CLAY PLYMATE COMPANY, INC.
1814 Apco Tower Phone 7-7823
Oklahoma City, Oklahoma

LEE E. BAKER
CONSULTING RADIO ENGINEER
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

RADIO TOWERS
Ground Systems & FM Antennas
Erected, Painted & Serviced
ADVANCE RADIO TOWER CONSTRUCTION CO.
4614 S. Compton Ave. Adams 3-4197
Los Angeles 11, Calif.

ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

Radio towers, AM and FM, erected, painted and serviced coast to coast
Towers for sale; immediate delivery
Write, wire or phone 8503
John Greene
MID-SOUTH TOWER CO.
Southern Pines, N. C.

Electrical Tower Service Corp.
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Dixie Engineering Co.
T. V. Miller
R. L. Easley
J. H. Willis
Telephone 2-2742
COLUMBIA 1, S. C.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
984 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-514 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO.8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Warner Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
WARNER BLDG. WASHINGTON, D. C.
13TH & E STS., N. W.
NATIONAL 6513-6515

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 6477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N. W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

WORTHINGTON C. LENT
CONSULTING ENGINEERS
WASHINGTON, D. C.
1200 18th St. N. W. Room 1210
DISTRICT 4127

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave. MI. 4151
Dallas, Texas
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, INC.
Formerly Colton & Foss, Inc.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
710 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1100 LILLIAN WAY GLADSTONE 6176
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
Wash., D. C., 3459 24th St., S. E., TW 0251
Birmingham, Ala., P. O. Box 2468
6-2924

ANDERSON & MERRYMAN
New York City New Orleans
38 W. 42nd St. American Bk. Bldg.
Longacre 3-6029 Lake Charles, La.
6-1480

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
ENGINEER
Allocations & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEERS
622 Madison Avenue
TOLEDO 4, OHIO

Merl Saxon
3524 South Henderson
Telephone 4-5440
Fort Worth, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

XUM

Texas Rangers Ridin' High!

The Texas Rangers transcriptions of western songs have what it takes! They build audiences . . . they build sales. The price is right —scaled to the size of the market and station, big or little, Standard or FM. And The Texas Rangers transcriptions have quality, plus a programming versatility that no others have.

Wire, write or phone for complete details.

The Texas Rangers
An ARTHUR B. CHURCH PRODUCTION
Kansas City 6, Mo.

IN ATLANTA IT'S WCON
THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

$336,669,000

Retail sales to families in WCON's coverage area were three hundred thirty-six million, six hundred and sixty-nine thousand dollars in 1947.

WCON is the medium to help you get your share. Write or wire Headley-Reed Company for availabilities.

WCON
5000 WATTS • 550 KC

FCC Actions

(Continued from page 66)

Decisions Cont.:

Adopted order ordering that March 11 grant of television application be made subject to cond. that within 90 days from date Minnesota Tribune Co. dispose of all stock interest in either Minneapolis Star and Tribune Co. or Minnesota Bcstg. Corp.

April 5 Applications . . .

ACCEPTED FOR FILING

License for CP

WIRB Enterprise, Ala.—License to cover CP new standard station.

Modification of CP

WONO Oneonta, N. Y.—Mod. CP new standard station for extension of completion date.

License for CP

WCYB Bristol, Va.—License to cover CP increase power.

Assignment of License

KOPP Ogden, Utah—Voluntary assignment of license from James B. Littlejohn to KOPP Inc.

Modification of CP

WFLA-FM Tampa, Fla.—Mod. CP new FM station for extension of completion date.

License Renewal

Application for renewal of standard broadcast license filed by WBYS Canton, Ill.

Modification of CP

KEPW-FM Fort Smith, Ark.—Mod. CP new FM station for extension of completion date.

WDSW New Orleans—Same.

WAZV Brockton, Mass.—Same.

WBBB-FM Burlington, N. C.—Same.

WBT-FM Charlotte, N. C.—Same.

WDNC-FM Durham, N. C.—Same.

FM—98.9 mc

Bloom Radio Inc., Bloomsburg, Pa.—CP new FM station on Channel 255, 98.9 mc, ERP 14.6 kw and ant. height above average terrain 217 ft.

TV—192-198 mc

The Yankee Network Inc., Bridgeport, Conn.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis. 38.25 kw, aur. 19.125 kw and unl.

Modification of CP

WBAL-TV Baltimore—Mod. CP new commercial television station for extension of completion date.

Modification of CP

WCPO-TV Cincinnati—Mod. CP new commercial television station to increase ERP from vis. 20.8 kw, aur. 10.4 kw to vis. 23.9 kw, aur. 11.95 kw

WJAC-TV Johnstown, Pa.—Mod. CP new commercial television station for extension of completion date.

WKAR-FM East Lansing, Mich.—Mod. CP new noncommercial educational station for extension of completion date.

WPTL Providence, R. I.—Same.

License Renewal

Application for renewal of standard broadcast station license filed by WKOW Madison, Wis.

AM—1220 kc

The Magic City Bcstg. Co., Birmingham, Ala.—CP new standard station 1220 kc 1 kw D.

Modification of CP

WIRK West Palm Beach, Fla.—Mod. CP change hours etc., for extension of completion date.

License for CP

WSAV Savannah, Ga. — License to cover CP change frequency, increase power etc.

WANE Ft. Wayne, Ind.—Licence to cover CP new standard station.

AM—1510 kc

Reub Williams & Sons Inc., Warsaw, Ind.—CP new standard station 1510 kc 1 kw D.

Modification of CP

KIOA Des Moines—Mod. CP new standard station for extension of completion date.

AM—1400 kc

Sidney H. Tinley Jr., Baltimore, Md.—CP new standard station 1400 kc 250 w unl.

AM—1060 kc

Lowell Sun Pub. Co., Lowell, Mass.—CP new standard station 1060 kc 5 kw unl. DA-2.

Modification of CP

WKBZ Muskegon, Mich.—Mod. CP change frequency, increase power, etc. for extension of completion date.

Modification of CP

KFSB Joplin, Mo.—Mod. CP new standard station for extension of commencement and completion dates.

KVNW Grand Forks, N. D.—Mod. CP new standard station for extension of completion date.

WKVM Arecibo, P. R.—Mod. CP change frequency, increase power, etc. for extension of completion date.

Modification of CP

WPRP Ponce, P. R.—Mod. CP change frequency, increase power, etc. for extension of completion date.

License for CP

WLBG Laurens, S. C.—License to cover CP new standard station.

Modification of CP

KISD Sioux Falls, S. D.—Mod. CP new standard station to change name of permittee from KDAK Inc. to KISD Inc.

License for CP

WMAW Milwaukee—License to cover CP new standard station.

APPLICATIONS RETURNED

Modification of CP

WIBB Macon, Ga.—Mod. CP new standard station for extension of completion date. RETURNED March 25, application incomplete.

TENDERED FOR FILING

TV—76-82 mc

Alf M. Landon d/b as Landon Television Broadcast Co., Denver, Col.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 16.9 kw, aur. 8.5 kw.

Assignment of License

WEIM-FM WEIM Fitchburg, Mass.—Consent to assignment of license of AM and CP of FM station to WEIM Fitchburg Inc.

Acquisition of Control

WDAY Fargo, N. D.—Acquisition of control of licensee corp. by Earl C. Reineke.

AM—1460 kc

Capital Bcstg. Corp., Harrisburg, Pa.—CP new standard station 1460 kc 1 kw-N 5 kw-D unl. DA-N. (Contingent on WHP change in facilities.)

Assignment of License

KORC Mineral Wells, Tex.—Consent to assignment of license to Raymond W. River and Herman S. Boles.

TV—174-180 mc

KFAB Bcstg. Co., Omaha, Neb.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 24.4 kw, aur. 12.7 kw.

FM—105.1 mc

Voice of the Rockies Inc., Preston, Ida.—CP new FM station 105.1 mc, Channel 286, 4.668 kw. Resubmitted.

April 6 Decisions . . .

BY THE SECRETARY

WPAG-FM Ann Arbor, Mich.—Granted license for FM station.

KURV-FM Edinburg, Tex.—Same.

WRNO Orangeburg, S. C.—Granted CP install new trans.

WTRC Elkhart, Ind.—Granted license use old main trans. at present location of main trans. for aux., 250 w.

KVGB Great Bend, Kan.—Granted license change to 1590 kc, increase power to 5 kw, install. new trans. and DA-N and change trans. location.

WPAQ Mt. Airy, N. C.—Granted license new station 740 kc 1 kw, D.

KCOK Tulare, Calif.—Granted license change trans.

WJNC Jacksonville, N. C.—Granted license install new trans.

WWST-FM Wooster, Ohio—Granted license for new FM station.

WHNY Hempstead, N. Y.—Same.

KFOR-FM Lincoln, Neb.—Same.

WINX-FM Washington, D. C.—Same.

WWNY-FM Watertown, N. Y.—Same.

WDFM Detroit—Granted mod. CP change trans. in FM station.

WGBS-FM Miami, Fla.—Granted mod. CP change type trans. in FM station.

The Fort Industry Co. Area of Toledo, Ohio—Granted CP new exp. television relay station.

WBEC Pittsfield, Mass—Granted CP mount FM ant. on top of AM tower.

WMAW Milwaukee—Granted mod. CP change type trans.

WTWA Thomson, Ga.—Granted CP install new trans.

WROX Clarksville, Miss.—Granted invol. assign. of license from Birney Imes Sr., deceased, to Birney Imes Jr., administrator of estate of Birney Imes Sr., deceased. Granted invol. assign. of CP for FM station.

WTMA Charleston, S. C.—Granted license covering changes in DA-N, increase power, install new trans. and change in trans. location.

WKCT Bowling Green, Ky.—Granted license for new station 930 kc 1 kw, D.

KFMB San Diego, Calif.—Granted license change to 550 kc, increase power to 1 kw, install new trans. and DA-DN and change trans. location.

KTRY Bastrop, La.—Granted license new station 730 kc 250 w D and specify studio location.

WMAZ Macon, Ga.—Granted license install old main trans. at present site of main trans. for aux.

KOTA Rapid City, S. D.—Granted CP install new trans.

KMON Great Falls, Mont.—Granted mod. CP change type trans.

KFAM St. Cloud, Minn.—Granted CP reinstate CP which authorized changes in ant. etc. to be operated on 1450 kc 250 w unl.

Following were authorized extension of completion dates as shown: WHB Kansas City, to 6-14-48; KROP Brawley, Calif., to 5-15-48.

KFI Los Angeles—Granted license install new vertical ant.

KUBA Yuba City, Calif.—Granted license new station 1600 kc 500 w unl. DA, and change studio location.

WEMB San Juan, P. R.—Granted license new station 1320 kc 5 kw unl.

KUCB Blythe, Calif.—Granted license new station 1450 kc 250 w unl.

WLTC Gastonia, N. C.—Granted license new station 1370 kc 1 kw D.

WCNH Quincy, Fla.—Granted license new station 1230 kc 250 w unl.

(Continued on page 102)

A RADIO HEAD— —LINER

1st Graduate Montana State University Law School

Justin Miller, *Pres. N.A.B.*

MONTANA HEADLINERS

The Art Mosby Stations . . . . .

. . . . Encouraging Tomorrow's Leaders

The ART MOSBY STATIONS

CBS KGVO KANA · KGFM

5 KW DAY • 1 KW NITE — MISSOULA

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW IN PROGRESS

MONTANA

AUDIENCE SIZE

New Technique Used In Capital Survey

AN UNUSUAL research project, purportedly the first radio survey to accurately determine the number of individuals listening to a broadcast as distinguished from sets in operation and listening families, has been completed by NBC. Hugh M. Beville Jr., director of research, at a Washington news conference April 2 [BROADCASTING, April 5] pointed out that the new technique used in the "1948 WRC (Washington) Listener Diary Study," developed by James Seiler, WRC director of research, in cooperation with the New York NBC research staff, "represents the most advanced method yet devised for measuring the actual number of individuals listening and the age, sex, occupation and education of the audience for any 15-minute period."

Acknowledging that the system was "probably the most expensive and difficult way of performing such a study," Mr. Beville said he felt that the more accurate results would be more than worth the effort. The purpose of the survey was to root out the answers for two basic questions continually propounded by advertisers. The advertisers are interested, NBC officials said, in knowing how many and the type of people who are listening to a specific program.

The total audience of 950,000 persons was based on projected listening habits of 810 individuals over age 17 selected at random.

810 Participants

Complete listening habits of the 810 selectees were logged in specially designed listener diaries running one week and placed in approximately equal numbers each week from Jan. 10 to March 1. Simultaneously, interviews were made with each subject to determine his age, sex, race, education level, occupation and telephone, radio and television ownership, as well as type of receiver (i.e. AM, FM or combination).

Survey selectees were taught how to record their personal listening habits and checks were made several times a week by the interviewer. Diaries were mailed in or picked up at the end of the period. NBC encountered only 2% refusals in their requests that diaries be kept.

Factual material developed from tabulation of more than 800 personal interviews and 765 completed listener diaries provided a wealth of metropolitan Washington listener information. This included audience size for any program; audience composition at any given hour; flow and turnover of audience between adjacent programs; audience duplication and cumulative audience at different hours or days, and audience appeal (degree of listener liking for any specific program).

Officials indicated they would not abandon Hooperatings for the system. They indicated the survey would result in local program changes.

WPIX(TV) ANNOUNCES ITS FIRST RATE CARD

A BASIC Class A time rate of $800 an hour was announced April 8 by WPIX New York, the *Daily News*' video station scheduled to begin operations June 15 on Channel 11.

The first WPIX rate card listed two rate classifications—Class A time, from 6 p.m. to closing, Monday-Friday, and 12 noon to closing, Saturday and Sunday; Class B time, from 12 noon to 6 p.m. Monday-Friday. One hour of Class B time is quoted at $480. These rates, according to B. O. Sullivan, WPIX commercial manager, are for film or remote shows, including transmitter and film facilities, staff announcer, and recorded musical background for film commercials.

Frequency discounts on Class A time will reduce the basic rate as follows: 26 times, $720; 52 times, $680; 260 times, $600. "Appropriate" discounts will be quoted on Class B time, Mr. Sullivan said.

Class A rates for fractions of an hour are as follows: 30 minutes, $480; 20 minutes, $400; 15 minutes, $320; 10 minutes, $280; 5 minutes, $230; 1 minute, $150; 20 seconds, $90.

A one-hour live show originating in a WPIX studio is quoted at $1,200, including facilities covered by the film and remote rate schedule, and use of studio and camera facilities and technicians. A camera rehearsal time ratio of three to one is allowed, with a charge of $100 per hour or fraction of an hour in excess of this ratio.

Advertising agencies recognized by WPIX will be allowed full commission on all card rates, but there will be no cash discounts.

TV Shows Available

WRGB Schenectady has now made available for sponsorship the more than 50 television programs developed by the station. A folder containing planograph presentations of 11 of these shows has been issued by the station, showing the title graphically presented, a brief outline of the format, rehearsal time, initial program cost and cost of succeeding programs. A few scenes from each of the programs are also included.

Commercial

EDWARD M. HOPCRAFT, former Middle West district manager for RCA Photophone, has been named film buyer for DuMont Television Network, effective April 5. In addition, Mr. Hopcraft will assist in sale and distribution of tele-transcriptions to video stations.

REGIS McNULTY, former manager of WESA Charleroi, Pa., has joined sales staff of KQV Pittsburgh.

KEN FARNSWORTH has resigned as sales manager of WABD New York, DuMont video station, effective April 16, to enter the advertising agency end of television. He will announce definite plans when he returns from an extended vacation.

McGEEHAN O'MARA Inc. has been appointed as national representative for WHBO, new daytime AM station which took the air in Tampa, Fla., March 12.

HAL FROELICH, formerly with P. J. Kohl, Chicago, has joined sales staff of Chicago office of Adam J. Young Jr. Inc.

CHARLES R. ABRY has joined time sales staff of WABD New York as an account executive effective April 1. Mr. Abry formerly headed Audio-Video Co. of New England, distributor of educational films.

NORMAN E. CASH, commercial salesman in NBC Radio-Recording Div., has been appointed station contact man in the network's station relations department. He has been with NBC since 1940.

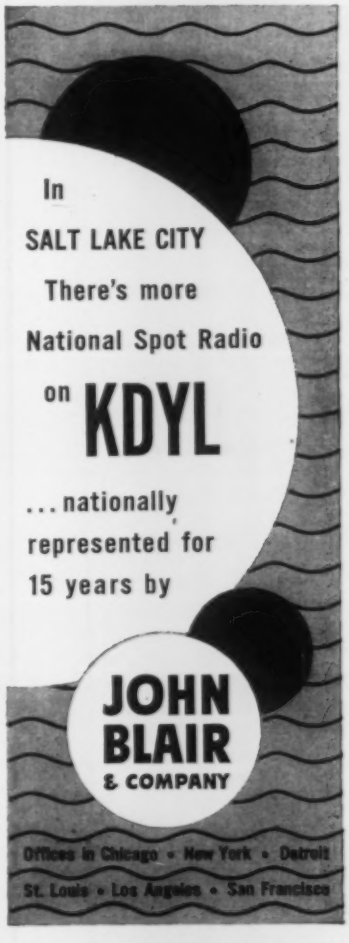
LOUIS AIKEN Jr., former manager of KURV Edinburg, Tex., has joined sales staff of KVAL Brownsville, Tex.

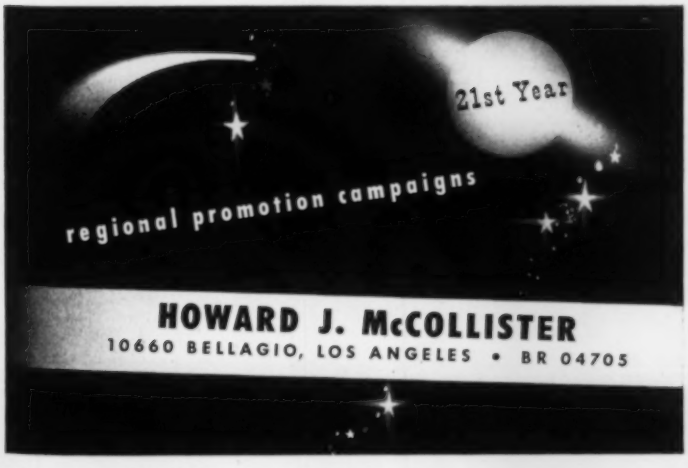
DONALD COOKE Inc., New York, has been appointed as U. S. representative for CKX Brandon, Man., effective April 1.

FRIEDENBERG AGENCY, New York, has been appointed national representative for WJOC Jamestown, N. Y.

ZANGWILL GOLOBE, former Chicago manager of Forjoe & Co., national station representative, has joined Chicago office of Frederic W. Ziv Co.

WHB 10,000 WATTS IN KANSAS CITY
DON DAVIS PRESIDENT
JOHN T. SCHILLING GENERAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT





• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to
Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.
BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

General Manager Wanted
Man of experience for new 500 watt AM station, New England. All replies confidential. Write
Box 131, BROADCASTING

Managerial

Local commercial manager—West Coast regional (major network) has opening for topflight working sales manager. Prefer man with successful record on midwest independent. Must be able and willing to sell better than anyone on our present staff and definitely not a desk executive. Must be able to take complete charge of local sales and accept full responsibility for maintaining and building present staff. This is a job for a man—not a boy—and pays a man's salary with full opportunity to move ahead fast—based on performance. Must have car. Furnish complete educational and business background first letter. Good references imperative. Box 144, BROADCASTING.

Commercial manager fulltime local eastern Pennsylvania primary service 300,000. Must be capable eventually becoming boss man. Box 181, BROADCASTING.

Salesmen

Time salesman — Experienced with proven sales record. Permanent. Excellent proposition for right man. Airmail full details experience, sales record, education, references, photo. Radio station in northwest United States. Box 132, BROADCASTING.

Immediate opening. An unusual opening for a proven experienced time salesman. Must have ability to supervise sales against strong competition. Write copy and presentation. In return we offer the position of commercial manager with a good salary and over ride on gross billings. Wire full details, references, picture in first letter. Box 135, BROADCASTING.

Wanted—Salesman. Experienced. Car desirable but not essential. Medium-sized, two-station market. Only those seeking permanent position in wealthy community need apply. Give full details first letter. Box 139, BROADCASTING.

Salesman, young man with aggressive selling know-how. No gold mine to start but truly wonderful future. Box 141, BROADCASTING.

Salesman? New 250 watt fulltime station Connecticut 50,000 market. Draw against 15% commission. Qualifications, photo if possible. Box 158, BROADCASTING.

West Coast Florida—Experienced salesman for outside sales work; straight commission; independent station; town 20,000. Box 161, BROADCASTING.

Announcers

Good all-round announcer able to handle news, sports and disc jockey show. Starting salary $50 for 40 hours. Box 99, BROADCASTING.

Southern AM-FM network affiliate needs good morning man. If available wire immediately. Letter, references, disc and photo will be required. Box 120, BROADCASTING.

Wanted—Experienced baseball play-by-play man. Permanent position. Give complete details, experience and salary requirements first letter. Box 138, BROADCASTING.

Wanted—Experienced announcer. Must be able to operate control board, to work morning wake-up show and do general announcing. Salary plus talent fees. No drifters need apply. WHNC, Henderson, N. C.

Help Wanted (Cont'd)

Wanted—First rate all-round announcer who is able to gather and write local news. Eastern affiliate, starting salary $50 for 40 hours. Box 98, BROADCASTING.

Topnotch announcer wanted—enlarging news and special events department. Must be experienced, others need not apply. Good salary. Send full information to Howard R. Hansen, WNAM, Neenah, Wisc.

Announcer—Staff position with NBC affiliate in progressive market. Send disc, photo and detailed information to WTCB, Flint, Michigan.

Announcer-disc jockey, experienced ad-lib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Announcer with 1st phone ticket for new 250 watt west Texas daytimer. Needed April 20th. $60.00. Airmail photo, disc. Box 146, BROADCASTING.

Announcers (2)—wanted by Mutual affiliate in southeast. One should be experienced with telephone and audience participation programs—both should have good news and commercial delivery. A good knowledge of music, a friendly style, a knowledge of good station operation, plus at least 18 months on-the-air experience is absolutely necessary. If you feel you qualify, forward disc and complete background and references, which will be closely checked. If accepted, you'll join a congenial staff of 20, get a good base salary with regular increases and participate in an employee-bonus plan. Reply to Box 164, BROADCASTING.

Progressive network affiliate in south-central state desires experienced, versatile and sober announcer with accent on sports and news ability. Single man preferred. Send disc, photo, references and salary requirement first letter. Box 163, BROADCASTING.

Wanted for immediate and permanent employment—Spanish-English speaking announcer with first class license. Send fullest details. A wonderful opportunity in a growing border community. Border Broadcasting Co. Inc., Nogales, Arizona.

Technical

Combination operator-announcer with good voice. In the heart of South Georgia. $45 first 30 days, $50 after if OK. WBHB, Fitzgerald, Georgia.

Transmitter engineer with first class ticket needed by KHMO. Station going to 5 kw with directional antenna shortly. Will need car for transportation to transmitter site. Salary $46.00 for 40 hour week. Send complete details to Ben Parrish, Chief Engineer, Radio Station KHMO, Hannibal, Missouri.

Radio engineer, capable of adjusting (or learning) complex directional antennas, for position with Washington consultant. State detailed qualifications, education, and salary requirements. Box 118, BROADCASTING.

Transmitter engineers, fulltime kilowatt. Car necessary. $50.00 weekly if accepted. WGEM, Quincy, Illinois.

Wanted at once—Chief engineer who is now an engineer or an assistant and wishes to advance. A network station in Connecticut wants a man who will maintain, take shift, do remotes and handle transcribing. First letter with all details, salary expected and availability. Box 145, BROADCASTING.

Wanted — Combination engineer-announcer. Best of working conditions. $1.00 hour, time and half over 40 hours week. Permanent position. Air mail disc. KPOW, Powell, Wyoming.

Help Wanted (Cont'd)

Production-Programming, others

Scriptwriter, with wide range of experience, at leading eastern university. Documentaries, dramatizations, variety shows. State qualifications and salary. List references. Box 18, BROADCASTING.

Experienced continuity writer, male or female, to handle traffic, special events. Also, experienced announcer capable doing disc jockey, interview shows. Audition disc, picture required. Good salary, chance for advancement. Excellent location. Reply Box 45, BROADCASTING.

Wanted—Experienced continuity writer for midwest 1000 watt independent station. Must have originality, accuracy. Submit copy samples, qualifications and salary requirements in first letter to WKAN, Kankakee, Illinois.

Continuity writer needed by KHMO. Station going to 5 kw shortly and is expanding its copy department. No prima donna wanted, we want someone who knows good commercial copy, who will start at a reasonable figure and grow with the station. Send complete information, previous employment, experience, salary expected to Wayne W. Cribb, General Manager, Radio Station KHMO, Hannibal, Missouri.

Wanted—Bookkeeper with experience small station, preferably on west coast or who is unattached so can move, is wanted by local station, NBC affiliate, unless experienced qualified, can furnish recommendation and can figure short rates and furnish comparative monthly statement don't apply. Starting salary $45 weekly. KIST, Santa Barbara, Calif.

A well-established, prominent New York Advertising Agency is looking for a new

RADIO DIRECTOR

The man we're looking for must be experienced in all phases of radio: timebuying, production, client contact, copy, station relations. This position calls for close personal supervision of and responsibility for all radio activity. Salary commensurate with qualifications. Our staff knows of this ad. Write giving full details. Confidential.
Box 173, BROADCASTING.

Situations Wanted

Managerial

Available within 90 days, experienced combination station manager-program director-commercial manager. $7,500 minimum. Interested only new stations or those having difficulties operating in black. Will guarantee results on salary plus bonus basis. Now employed. Reply Box 46, BROADCASTING.

Is there wide-awake station in small midwest or western city that wants permanent, capable, experienced sales manager? References. Box 126, BROADCASTING.

Television executive. Available to right organization. Experienced in all phases commercial television programming since 1940. Desire program manager's position in midwest, or potential network origination point. Box 953, BROADCASTING.

RADIO EXECUTIVE
16 years in top radio on both station and advertising agency sides. Fully experienced in management, sales, programming, promotion and public relations. Seeking opportunity with established station as manager or commercial manager and available immediately. Write JOHN D. HYMES, Box 182, BROADCASTING.

Announcers

Announcer—Five years experience. College graduate. Intelligent, sincere delivery. Good voice. Prefer east. No hillbilly station. Box 123, BROADCASTING.

Announcer, veteran, married, 24. Trained at Beck Radio School. 1 year experience. Progressive, hard worker. Listen to any proposition. Disc and photo available. Box 124, BROADCASTING.

Announcer, experienced, console, operation, excellent newscaster, time salesman. Past employment proven announcing and sales record. Married, 33. Box 136, BROADCASTING.

Situations Wanted (Cont'd)

Sports announcer—play-by-play man. Veteran, single, 26, graduating June, physical education major, letterman, honor student. Campus, professional experience. Will travel. Good recommendations. Recordings, picture available. Cled Jones, 820 East Wooster, Bowling Green, Ohio.

Announcer. Graduate, leading radio school. Good all-round man—news, sports, disc shows. Conscientious, stable. Disc and photo upon request. Box 116, BROADCASTING.

Announcer, experienced, versatile. Married, 26, primarily newscasting, disc jockey. Available May. Disc, photo, references upon request. Stan Mierz, P. O. Box 1776, San Diego, Calif.

Former chief announcer of Mutual affiliate available for staff work within commuting or driving distance of New York City. Box 142, BROADCASTING.

Sportscaster—Experienced in all sports, baseball, football, golf, basketball and boxing. All set for coming baseball season if right opportunity presents itself. Full particulars upon request. Box 147, BROADCASTING.

Disc jockey-writer. Eight years experience. Let disc and background explain. Box 151, BROADCASTING.

Announcer—College grad, family man, 23, some experience 250 w station; some control operation. Permanency paramount, want to settle down. Eastern, southeastern U. S. preferred. Confident, pleasant, efficient; I can do the job for you. Dave Rosehill, 119-21 Metropolitan Ave., Kew Gardens, Long Island, N. Y.

Sports announcer — Experienced. Prepared for baseball season now and looking forward to football. Play-by-play record available. Will move anywhere. Reasonable salary requirements. Box 165, BROADCASTING.

Announcer. 23, single. Available immediately. Some experience. News, commercials, platter shows. Prefer midwest, but will travel anywhere. Box 162, BROADCASTING.

Opening a small station within a few hundred miles of Chicago? Well, I'm starting out in the announcing field, no professional experience, but ambitious and dependable. Graduate leading radio school. Can write continuity. Disc or personal audition. Box 160, BROADCASTING.

Announcer—Excellent educational, professional, cultural background. Strong on news, platter-chatter, production. Some experience. Single, veteran, reliable, permanent. Available immediately. Herb Gottschalk, 5034 S. Woodlawn Ave., Chicago 15. Atlantic 0516.

Announcer—Versatile, conscientious, pleasant voice. Inexperienced but well adapted to newscasts, ad-lib, etc., commercials a specialty. Will travel. Disc and photo upon request. Box 159, BROADCASTING.

Announcer—play-by-play all sports, can sell 'em, write, produce, announce. Want work in Rocky Mountain region, prefer Denver. Box 157, BROADCASTING.

Experienced "morning man" wants to do a two to three hour morning block on eastern station that can afford to pay for a specialist. Box 156, BROADCASTING.

Announcer — Capable, dependable, trained student of Chicago's leading radio school. Loaded with initiative—travel anywhere—disc and photo upon request. Jack Borne, 3½ N. 5th Ave., Maywood, Illinois.

Announcer, 27, veteran, married. AFRS. Graduate School of Radio Technique, Chicago. Excellent voice, distinctive delivery. Disc, photo available. Prefer south. Earle Ruther, 2748 Belmont Ave., Chicago.

Announcer—Veteran. Limited experience. Graduate School of Radio Technique. Topnotch commercials and newscasting. Prefer near Washington, D. C. Immediate disc. Available May 1. Box 155, BROADCASTING.

Announcer—Experienced, desires position with progressive midwest station. Presently with 5000 watt FM station. Good reason for leaving. Available soon. For disc and foto write Matt Alben, 117 E. Washington St., Sheibyville, Indiana.

XUM

Situations Wanted (Cont'd)

Announcer - sportscaster. Play-by-play all major sports. News, special events, commercial copy. Experienced. Available April 17. Box 106, BROADCASTING, 360 N. Michigan Ave., Chicago.

Available June 1st. Single, energetic young man. Navy veteran with ideas. A. B. (Radio) U. of Michigan. M. A. (Drama) Columbia, radio and stage experience, announce, produce, write copy. Seeks position with future. Box 111, BROADCASTING.

Announcer, 24, vet, single, industrious and eager to learn. Radio school graduate with 2 years college. AFRS experience. Can write continuity. Travel anywhere. Disc and photo on request. Available May 1. Box 122, BROADCASTING.

Experienced sports announcer. Baseball, play-by-play, also, specjalized in wire reports. Dick McMullen, 430 W. 62nd, Chicago, Illinois.

Announcer — Experienced with news, commercials, turntables. Employed but desire change. Unmarried. Recommendations, disc, photo available. Box 154, BROADCASTING.

Woman's commentator, fully experienced, top references, desires position in eastern metropolitan area. Box 176, BROADCASTING.

Summer announcer—June thru Sept. Student, 26. 3 years commercial experience. Competent. Personable. $240 minimum. ET. Box 177, BROADCASTING.

Sports announcer, can do baseball play-by-play. Also, disc jockey and news. Am 24, vet, single and can operate control board. Will travel. Box 178, BROADCASTING.

Technical

TV AM FM

Chief engineer of metropolitan television, AM and FM stations desires change. Excellent record and references. Available upon 30 days notice.

BOX 134, BROADCASTING

Engineer, can announce. Have car, three years college, excellent knowledge of classical music, position as chief of 1000 watt network affiliate, no wife, good appearance, twelve years radio experience. Available immediately; will travel. Box 174, BROADCASTING.

Chief engineer available on 30 days notice. Will consider 1000 watts or less. 16 years varied radio experience—broadcast, shortwave, construction. Single, have car, 34 years old. Personal interests do not prevent travel. Box 28, BROADCASTING.

Engineer—Nine years assistant chief, air and water cooled equipment. Directional adjustment, operation. Chief locals. Full details. Box 66, BROADCASTING.

Capable transmitter engineer available for operation or new installation. Recently two years on 100 kw transmitter. Travel anywhere. Have ability to get along well with people. Box 127, BROADCASTING.

Engineer—First phone, RCA graduate, single, 30. No experience but willing to learn and will go anywhere. Box 140, BROADCASTING.

A dependable transmitter engineer desires operating position. 1 phone—RCA Institute grad. 39 years, in good health. Excellent references. Box 128, BROADCASTING.

250 watt transmitter operator or chief engineer, now in S. C., desires change. Be available, time ad is out. Married. Requires approx $70 week. W. S. Crooks, General Delivery, Laurens, S. C.

Engineer—Experienced in transmitter installation, recording, remotes, directional antennas, and plant supervision, on power up to 5 kw, desires position in southwest. Box 172, BROADCASTING.

Engineer — Young, single, ambitious, travel anywhere. RCA graduate, 1st phone, available immediately. Box 169, BROADCASTING.

Situations Wanted (Cont'd)

Production-Programming, others

If you have opening for experienced, reliable, conscientious operator on your transmitter or control room staff, write Box 167, BROADCASTING.

Technician—First phone, second telegraph. Active ham. Dynamic voice. Vet, 26. Will travel. R. S. MacLennan, 2432 Haim Avenue, Los Angeles 34, Calif., Texas 03843.

Engineer available immediately. Experienced all phases broadcast engineering including chief and construction. Prefer west but no announcing. F. I. H., 908 Twelfth St., Sacramento, Calif.

Technician—First phone and second telegraph licenses. Vet, 28, married, two children. Desire locate with station in southwestern states. H. Hoffman, 102 East Locust, Omaha, Nebr.

Topnotch Washington contacts at your service and weekly news commentary from the nation's capital, if desired. Experienced newsman.

BOX 130, BROADCASTING

News editor-announcer. Fully experienced, sober, mature, versatile. Solid, intelligent rewrite. Seeking permanency. Box 12, BROADCASTING.

Program director—experienced writer, commentator, announcer. Can create programs that sell. Degree plus Columbia, N.Y.U. radio. Active community affairs. Married, 32. Box 108, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 109, BROADCASTING.

Girl Friday. Redhead, 27. Can write, produce, promote, take orders. Radio, television, agency background. Prefer east or west coast. Box 125, BROADCASTING.

Young man, excellent all-round station experience in midwest and topnotch radio and television promotion, exploitation work in New York, desires position for growth with station or agency in any large city. Box 129, BROADCASTING.

Program director available on four weeks notice. Good voice, builder of high Hooper shows. Many national citations for public service promotions. Good sports editor, play-by-play. Desire change because of no future at present job. Very active in civic affairs and excellent references. Box 133, BROADCASTING.

Available—Young woman, 35, with 15 years experience in industry. Completely familiar with FCC forms and regulations. Can set up accounting system to meet FCC and copyright requirements. Handle personnel. Now employed executive capacity with network affiliated station, on salary and bonus plan. Box 137, BROADCASTING.

Attention station managers—Arizona, New Mexico, and west. Program director, announcer with proven record looking for a home. 25, single, 6 years experience. Ask for my story. Box 143, BROADCASTING.

News editor—Ten full years experience, reporting, writing, editing and broadcasting radio news. Fully capable of handling any news problem in any station. Excellent references. Transcription available. Box 149, BROADCASTING.

Attention independent stations—Program director-disc jockey available. Expert in indie operation. Box 152, BROADCASTING.

Experienced radio newswoman would like a job, news or continuity. At present editor at a basic major network affiliate. Scripts on request. University education. Box 153, BROADCASTING.

Newsman—Experienced all phases radio-writing, documentary, dramatic, commercial, continuity. Married, 24, college graduate, veteran. Wants overseas job. Will consider other offers. Currently employed. Box 168, BROADCASTING.

California-Arizona stations! Experienced, productive, working continuity director desires change. Record of successes. Resume available. Box 166, BROADCASTING.

Schools

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

The SCHOOL of RADIO TECHNIQUE

• NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Employment Services

7 come 11? Stations large and small, totaling over 700 in all, have been service "free" by R.R.R.—Radio Employment Bureau, where no opening is too large—or small. So today, and any day, you have employment needs write Box 413, Philadelphia for quick service indeed.

PERSONNEL
RADIO - TELEVISION
EXECUTIVE - CREATIVE - SALES
The Best Available
Positions Filled Nationally
Advertising Personnel Associates
HARLAN ROSS
11 E. 47th St., NYC—EL. 5-6296

For Sale

Two RCA type 70-D transcription turntables recently unpacked. New condition. Including universal RCA pickups and equalizers. Umber gray RCA cabinets. Price $660 each. Box 79, BROADCASTING.

45% interest in midwestern network station. Or will consider trading this interest for another station. Box 88, BROADCASTING.

WESTERN FULLTIME NETWORK STATION

$125,000.00

- **Profitable.**
- **Excellent network.**
- **Fine market.**
- **Splendid technical features.**

Contact our nearest office

BLACKBURN-HAMILTON CO.
Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave. NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Building — Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St. — Exbrook 2-5672

For Sale (Cont'd)

BONDING COPPER
In Stock for Immediate Shipment.
Send for Our Price List Today.
J. L. CLARK METALS CO.
2108 S. Ashland Ave.,
Chicago 8, Ill.

For sale—5000 watt Western Electric 5-C transmitter with two sets of tubes and two new style crystal oscillator units. Spare armatures for all generators. Will meet F C C standards. Pushbutton power change to 1 kw output. Western Electric 1-A (converted) frequency monitor. FCC approved. General Radio 731-A modulation monitor. FCC approved. Western Electric 110-A compressor. RCA 40-C line amplifier. Two RCA 41-B preamplifiers. Two ERPI turntables. The above equipment is in excellent working order. Box 114, BROADCASTING.

1500' Andrews 1/4" copper co-ax, 89 lbs. pressure. New condition, never off reel. Reel included. 25c per ft. FOB Ashtabula, Ohio. WICA, Inc.

For sale—Complete recording set-up less than one year old, consisting of four 8-N Presto recorders with automatic equalizers; two 88-A Presto recording amplifiers; two Collins 6X line amplifiers; one Presto playback table with RCA Universal head; RCA BA2C amplifier and Presto 40-B booster amplifier; complete control panel for above equipment; 3 channel mixer for studio; three 74-B RCA microphones; one Jensen bass reflex cabinet and speaker; 8 watt amplifier to drive speaker. Will be sold complete or in part. Weaver Recording Company, Farm Credit Building, Omaha, Nebraska.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—New towers, any height, immediate delivery. We also erect and service towers, coast to coast. Write, wire or phone 8503. John Greene, Mid-South Tower Company, Southern Pines, N. C.

For sale—Absolutely new Wincharger type 300, 360' tower, including A-4 lighting, 1 extra set metal earth anchors, 1 top guy set and mounting plates for GE 6 bay FM antenna. Also new General Electric type BY-6-A, 6 bay FM antenna complete for installation atop Wincharger type 300 tower. Tower, FM antenna both stored and ready for immediate delivery at cost price of $11,413.50. Write, wire or call collect, Chief Engineer, WORD, Spartanburg, S. C.

Lansing Iconic 2 way speaker system and Langevin 101-A 50 watt amplifier with tubes. Excellent condition. First $375 takes both. T. D. Luckenbill, 100 East 42 St., 23rd floor, MU. 5-1900.

Will sell two Western Electric 109-A reproducer groups $190 each, complete, used two months, new condition, available immediately. WHRV, Box 608, Ann Arbor, Michigan.

For sale—250 watt AM transmitter. New composite. FCC approved. Guaranteed. $1400. WESL, Preston, Maryland.

Controlling interest in well established 250 watt AM station, located in city of twenty-five thousand. Also 250 FM station in connection, which is not yet commercial. Willing to sell my control on appraisal of six times net annual earnings accruing to my interest. This is after corporation taxes and after deducting operating expenses for both stations. Both operations have new equipment throughout, including new transmitters, frequency monitors, consoles, recorders and turntables, remote equipment, portable wire and tape recorders, etc. Will require investment of approximately $135,000. Possibility of acquiring entire stock, if interested. Other interests require owner's attention. In answering please submit financial references. Box 171, BROADCASTING.

For sale—New RCA 69-C distortion and noise meter, 68-B oscillator, 89-C attenuator panel. Cost $1235.00. Available immediately. WWDX, Paterson, New Jersey.

For sale—250 watt station, network affiliate; brand new equipment; owns own studios and transmitter building; in good farming area . . . for $40,000 cash. Unless you have the cash and mean business please do not answer this advertisement. Box 175, BROADCASTING.

Success Training for the Radio and Airline Industries

WE'VE GROWN UP WITH TELEVISION!

Central Radio and Television Schools, 18 years young, has been actively engaged in radio and television training since 1931. As a result, we are today able to supply you with first 'phone men who have technical and practical training in AM, FM, and TELEVISION. We suggest that the next opening on your technical staff be filled by reviewing the applications of several Central graduates. Our Placement Department will gladly assist by sending screened applications. Contact: Ralph Hinkel, HArrison 5852.

CENTRAL RADIO and TELEVISION SCHOOLS, INC.
17th and Wyandotte Streets
Kansas City 8, Missouri

BAHA'I

The Coming of World Religion
12.

THE BAHA'I TEACHINGS DECLARE that only from a world religion can a world commonwealth ever evolve.

This world faith upholds the unity of God, recognizes the unity of His Prophets, and inculcates the principle of the oneness and wholeness of the human race.

It enjoins upon its followers the primary duty of an unfettered search after truth, condemns all manner of prejudice and superstition, and declares the purpose of religion to be the promotion of amity and concord.

The essential harmony of religion and science it proclaims. It insists on compulsory education, eliminates extremes of wealth and poverty, abolishes the institution of priesthood, emphasizes the necessity of strict obedience to one's government, exalts work done in the spirit of service to the level of worship, and outlines the institutions of a general world peace.

Literature free on request.

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Ill.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Feb. 29	295
Number of network commercials starting during March	5
Number of network commercials ending during March	8
Number of commercials on the four nationwide networks, March 31	292

March Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Benjamin Moore Paints	Your Home Beautiful	ABC	Sat. 10-10:15 a.m.	St. Georges & Keyes
Mars Inc.	Dr. I. Q. Jr.	NBC	Sat. 5-5:30 p.m.	Grant Advertising
Procter & Gamble (Tide)	Gang Busters	ABC	Sat. 9-9:30 p.m.	Benton & Bowles
Teentimers Inc.	Teentimers Club	MBS	Sat. 11:30-12 noon	Buchanan & Co.
Toni Co.	Crime Photographer	CBS	Thurs. 9:30-10 p.m.	Foote, Cone & Belding

March Deletions

Anchor Hocking	Crime Photographer	CBS	Thurs. 9:30-10 p.m.	Wm. H. Weintraub Co.
Campbell Soup Co.	Corliss Archer	CBS	Sun. 9-9:30 p.m.	Ward Wheelock
International Harvester	Harvest of Stars	NBC	Sun. 2:30-3 p.m.	McCann-Erickson
Ludens Inc.	Ned Calmer and the News	CBS	Sat. & Sun. 8:55-9 p.m.	J. M. Mathes
Pharmaco	Song of the Stranger	MBS	Mon.-Wed.-Fri. 3:30-3:45 p.m.	Ruthrauff & Ryan
Texas Co.	Texaco Star Theatre	CBS	Sun. 9:30-10 p.m.	Kudner Advertising
Texas Co.	Metropolitan Opera	ABC	Sat. 2 to completion	Buchanan & Co.
L. E. Waterman Fountain Pens	Gang Busters	ABC	Sat. 9-9:30 p.m.	Charles Dallas Reach

WTMJ-FM Transmitter

FIRST SECTION of its new 50-kw transmitter has been shipped to WTMJ-FM, the *Milwaukee Journal* FM outlet, the station has been advised by RCA. The transmitter, according to station officials, is the first of 50-kw capacity ever built to operate on the 88-108 mc band. WTMJ-FM, affiliated in ownership with WTMJ and WTMJ-TV, operates on 93.3 mc (Channel 227).

Construction Is Starting For KSFO TV Facilities

TV EQUIPMENT has arrived for KSFO San Francisco and construction will start immediately on the KSFO television transmitter. It will be constructed atop the Hotel Mark Hopkins.

Philip G. Lasky, general manager of KSFO, said that an attempt is being made to have the television station operating by the time of the national elections, or at the latest, by the time of the Presidential inauguration next year. Complete equipment to televise motion pictures, studio performances and field events has been ordered. The antenna will be a five-bay super-turnstile which will have the effect of increasing power six times, permitting a radiated power of 29 kw on 76-82 mc, channel 5.

Accounts of Dissolved L. A. Agency Are Split

DISSOLUTION of A. Carman Smith Inc., Los Angeles advertising agency, came March 31 following death Feb. 6 of A. Carman Smith, agency head.

Remaining accounts have been divided between two former executives of the agency, E. Fred Franklin, formerly vice president and merchandising director and A. R. Pearson formerly vice president. Mr. Franklin has formed his own agency, Franklin Assoc. at 315 W. 9th Street, Los Angeles. His accounts include Clayton Mfg. Co., Los Angeles, Morris P. Kirk & Son, Inc., Smelter Supply Co., all Los Angeles, and U. S. Savings & Loan Assn., Glendale, Calif.

Mr. Pearson has joined Ted H. Factor agency, Los Angeles, as account executive taking with him Sales Builders, Inc. account Los Angeles (Max Factor Cosmetics) which he handled for Smith Agency.

For Sale (Cont'd)

One lot of new unused Audio Development patch cords and jack panels. 31 cords, 2 feet long—20 have double plugs—11 have single plugs. 4 jack panels each having 48 jacks. Price $256.00 (money order). Walter Freeman, Box 123, Emporium, Pennsylvania.

For sale—50 kw RCA 1050-B water-cooled transmitter with facilities for AC filament supply. Many spares. In good operating condition. For further information write to Herman Taylor, Travelers Broadcasting Service Corporation, Hartford, Conn.

250 watt station located in small market. Good opportunity for resident owner-manager. Terms. Box 180, BROADCASTING.

Wanted to Buy

Wanted to buy—CP for standard broadcast station in southwest, preferably Texas or New Mexico. Or will consider station in operation if price and terms right. Box 113, BROADCASTING.

Interested in purchasing a 250, 500 or 1000 watt station in operation. Box 121, BROADCASTING.

C. P. Immediate cash. Prompt action. AM unit unstarted or uncompleted. Expedite by giving details first letter. Box 148, BROADCASTING.

Desire to purchase AM station or part interest therein. Send complete details with initial reply. Box 150, BROADCASTING.

Radio station that with aggressive management could show profitable return. No preference as to market. Box 179, BROADCASTING.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

FCC Actions

(Continued from page 98)

Decisions Cont.:

WBSR Pensacola, Fla.—Granted license install new vertical ant.

KVEC San Luis Obispo, Calif.—Granted license install new trans.

WCOS Columbia, S. C.—Granted license install new vertical ant. and change trans. location.

WKIX Columbia, S. C.—Granted license change to 1320 kc, increase power to 500 w-N, 1 kw-LS, install new trans. and DA-N and change trans. location.

WVET Rochester, N. Y.—Granted license for new station 1280 kc 5 kw D-N unl. and change studio location.

WLVA-FM Lynchburg, Va.—Granted license for new FM station.

WGAN-FM Portland, Me.—Same.

WMFR-FM High Point, N. C.—Same.

WSJS-FM Winston-Salem, N. C.—Same.

WKIL Kankakee, Ill.—Same.

WTRI Troy, N. Y.—Same.

WMRC-FM Greenville, S. C.—Same.

KSJO-FM San Jose, Calif.—Same.

WFMD-FM Frederick, Md.—Same.

WJLK Asbury Park, N. J.—Same.

KUSC Los Angeles—Granted license new noncommercial FM educational station.

WDTR Detroit, Mich.—Same.

WKBW Buffalo, N. Y.—Granted mod. license to change name of licensee to WKBW Inc.

WOCB Hyannis, Mass.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

Following were authorized changes in completion dates as shown: WDEV Waterbury, Vt., to June 21; KAUS Austin, Minn., to July 4; KSDN Aberdeen, S. D., to June 18; WEIN Findlay, Ohio, to June 22; KFDM Beaumont, Tex., to September 15; WCFL Chicago, to October 24; KNX-FM Los Angeles, to September 28; WAJR-FM Morgantown, W. Va., to May 1; WAYS-FM Charlotte, N. C., to June 20; WCLC Clarksville, Tenn., to June 15; WAND-FM Canton, Ohio, to May 14.

April 7 Decisions . . .

ACTIONS ON MOTIONS

Commission on April 2 continued Hartford-New Britian television hearing from April 19 to May 24, and ordered amendment of Commission's memorandum and order of March 23, with reference to Yankee Network's petition for one of Hartford's channels for use at Bridgeport, by deleting last two sentences of its ruling allowing Yankee 15 days in which to file rule-making petition.

(By Commissioner Sterling)

New England Tele. Co. Inc., Fall River, Mass.—Granted petition for continuance of consolidated hearing scheduled for April 7-9 to April 21-22 at Fall River and April 23 at New Bedford, in re TV applications.

W9XHZ Sarkes Tarzian, Bloomington, Ind.—Granted petition for continuance of hearing from April 7 to April 28 in re application for renewal.

April 7 Applications . . .

ACCEPTED FOR FILING

License for CP

K V M A Magnolia, Ark.—License to cover CP new standard station.

AM—1210 kc

Well-Worth Bcstg. Co., Long Beach, Calif.—CP new standard station 1210 kc 500 w D.

Modification of CP

KLMR Lamar, Colo.—Mod. CP new standard station for extension of completion date.

Assignment of License

WBHB Fitzgerald, Ga.—Voluntary assignment of license from J. Paul Stone and R. M. Ware Jr. to Ben Hill Bcstg. Corp.

AM—1360 kc

KTMP Tom Potter tr/as El Dorado Bcstg. Co., El Dorado, Kan.—CP reinstate CP new standard station 1360 kc 1 kw D.

Modification of CP

KPDR Alexandria, La.—Mod. CP change frequency, increase power, etc., to increase power from 500 w-N 1 kw-D to 1 kw DN (970 kc).

AM—1540 kc

Grant A. Wood, Hyattsville, Md.—CP new standard station 1540 kc 1 kw D.

XUM

License for CP

WNAO Raleigh, N. C.—License to cover CP new standard station and specify studio location 219 So. McDowell St.

AM—1470 kc

The Toledo Blade Co., Toledo, Ohio—CP new standard station 1470 kc 1 kw unl. DA-2. AMENDED re changes in stockholders.

AM—1460 kc

Capital Bcstg. Corp., Harrisburg, Pa.—CP new standard station 1460 kc 1 kw-N 5 kw-D unl. DA-N. Contingent upon WHP being granted change of facilities.

AM—1210 kc

Mid-County Bcstg. Co., Port Neches, Tex.—CP new standard station 1290 kc 500 w D. AMENDED to change to 1210 kc 250 w.

License for CP

KTAE Taylor, Tex.—License to cover CP new standard station.

Modification of CP

WLDG Flambeau Township, Wis.—Mod. CP new standard station to increase power from 100 w to 250 w (1340 kc).

Modification of CP

KBMT San Bernardino, Calif.—Mod. CP new FM station for extension of completion date.

WONS-FM Hartford, Conn.—Same.

FM—105.1 mc

Voice of the Rockies Inc., Preston, Ida.—CP new FM station (Class B) on Channel 286, 105.1 mc, ERP 4.6 kw and ant. height above average terrain 301.6 ft.

FM—102.7 mc

WEAW Evanston, Ill.—CP change class station from Class A to Class B, frequency from 96.7 mc to 102.7 mc, ERP from 665 w to 32.7 kw, ant. height above average terrain from 230 to 245 5ft. and make changes in ant. system.

Modification of CP

WJPF-FM Herrin, Ill.—Mod. CP new FM station for extension of completion date.

WSBF South Bend, Ind.—Same.

KWNO-FM Winona, Minn.—Same.

KWOS-FM Jefferson City, Mo.—Same.

WMBH-FM Joplin, Mo.—Same.

WWOL-FM Buffalo, N. Y.—Same.

WUSJ Lockport, N. Y.—Same.

WSAI-FM Cincinnati—Mod. CP new FM station to change ERP from 16 kw to 14.75 kw, change ant. height above average terrain from 550 ft. to 553 ft.

WIZZ Wilkes Barre, Pa.—Mod. CP new FM station for extension of completion date.

WCAC Anderson, S. C.—Same.

WCRS-FM Greenwood, S. C.—Mod. CP new FM station to change ant. height above average terrain from 430 ft. to 444.5 ft.

FM—102.1 mc

WDEF Bcstg. Co., Chattanooga, Tenn.—CP new FM station (Class B) on Channel 271, 102.1 mc, ERP 17.55 kw and ant. height above average terrain 973 ft.

Modification of CP

KLTI R. G. Letourneau, Longview, Tex.—Mod. CP new FM station for extension of completion date.

WGH-FM Newport News, Va.—Same.

WRVB Richmond, Va.—Mod. CP new FM station to change ant. height above average terrain from 500 ft. to 459 ft., ERP from 25 kw to 25.5 kw.

WVON Files

APPLICATION for WVON, all-Negro station for Chicago area, has been accepted for filing by FCC. Headed by Dr. Clifford Kyle; minister, Afro-American Broadcasting System Inc. seeks 1 kw full-time, directional, on 610 kc at Hopkins Park, Ill., southeast of Chicago [BROADCASTING, Sept. 15, Dec. 15, 1947]. Abe Stein, Washington, is counsel for group which seeks WVON call, "The Voice of the Negro."

WRJN-FM Racine, Wis.—Mod. CP new FM station for extension of completion date.

TV—76-82 mc

Phoenix Television Co., Phoenix, Ariz.—CP new commercial television station Channel 5, 76-82 mc, ERP 17.5 kw, aur 8.7 kw unl.

TV—82-88 mc

Don Lee Bcstg. System, La Jolla, Calif.—CP new commercial television station Channel 6, 82-88 mc, ERP vis. 20 kw, aur. 10 kw and unl. AMENDED to change studio location from Mt. Soledad, La Jolla, Calif., to San Diego.

TV—54-60 mc

Don Lee Bcstg. System, San Francisco—CP new commercial television station on Channel 2, 54-60 mc. AMENDED to change ERP from vis. 14.3 kw, aur. 7.2 kw to vis. 17 kw, aur. 8.5 kw.

TV—198-204 mc

WARC Inc, Rochester, N. Y.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 32.8 kw, aur. 16.4 kw and unl. AMENDED to change ERP from vis. 32.8 kw, aur. 16.4 kw to vis. 36.1 kw, aur. 18.05 kw.

Modification of CP

WLWT Cincinnati—Mod. CP new commercial television station for extension of completion date from 4-4-48 to 4-15-48. AMENDED to request extension of completion date to 10-4-48 in lieu of 4-15-48.

KAXQ Alamo Bcstg. Co. Inc., San Antonio, Tex.—Mod. CP new remote pickup station to change power from 50 w to 100 w.

WNYE Brooklyn, N. Y.—Mod. CP new non-commercial educational FM station for extension of completion date.

Reinstatement of CP

WHAD Madison, Wis.—Reinstatement of CP new non-commercial educational FM station.

License Renewal

Application for renewal of non-commercial educational broadcast license filed by: WBOE Cleveland. Application for renewal of FM broadcast license filed by: WBAM Bamberger Broadcasting Service Inc., New York. Applications for renewal of standard broadcast license filed by: KXRN Renton, Wash.; WIBG (aux.) Philadelphia; WWSO Springfield, Ohio.

Modification of CP

W5XPH Albuquerque Bcstg. Co., Albuquerque, N. M.—Mod. CP new experimental television relay station for extension of completion date.

Remote Pickup

Valley Bcstg Co., Eugene, Ore.—CP new remote pickup station on 25-28 mc, 15 w, emission A3 and hours in accordance with Sec. 4.403.

Modification of CP

WSOU South Orange, N. J.—Mod. CP new non-commercial educational station for extension of completion date.

WBOE Cleveland—Same.

License Renewal

Application for renewal of non-commercial educational broadcast license filed by: KALW San Francisco.

Tendered for Filing

TV—82-88 mc

Jacksonville Bcstg. Corp., Jacksonville, Fla.—CP new commercial television station on Channel 6, 82-88 mc, ERP 19.8 kw, aur. 10.2 kw.

TV—198-204 mc

Booth Radio Stations Inc., Flint, Mich.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 2.8 kw, aur. 1.4 kw.

TV—54-60 mc

The Press Co. Inc., Albany, N Y.—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 15.1 kw, aur. 7.56 kw.

Modification of CP

WLOU Louisville, Ky. — Mod. CP change from 1570 to 1350 kw, using 1 kw D.

AM—890 kc

William Solon Snowden d/b as Robstown Bcstg. Co., Robstown, Tex.—CP new standard station 890 kc 250 w D.

WKJC-FM Fort Wayne, Ind.—Mod. CP new FM station for extension of completion date.

WVJS-FM Owensboro, Ky.—Same.

WTAG-FM Worcester, Mass.—Same.

WKCJ Utica, N. Y.—Same.

License for CP

KGPO Southern Oregon Bcstg. Co., Grants Pass, Ore.—License to cover CP new FM station.

Modification of CP

WNIQ Uniontown, Pa.—Mod. CP new FM station to decrease ant. height above average terrain to 1115 ft.

WSIX-FM Nashville, Tenn.—Mod. CP new FM station for extension of completion date.

Assignment of CP

KOPP-FM Ogden, Utah—Voluntary assignment of CP new FM station from James B. Littlejohn to KOPP Inc.

FM—94.5 mc

WSAZ Inc., Huntington, W. Va.—CP new FM station (metropolitan). AMENDED to change ERP from 8.6 kw to 49.5 kw, specify frequency as 94.5 mc.

Modification of CP

WTVJ Miami, Fla.—Mod. CP new commercial television station for extension of completion date.

TV—174-180 mc

Hudson Valley Bcstg. Co. Inc., Albany, N. Y.—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 2.4 kw, aur. 1.2 kw unl.

Modification of CP

KRLD-TV Dallas, Tex.—Mod. CP new commercial television station decrease ERP from vis. 46 kw to vis. 15.3 kw, aur. not stated. AMENDED decrease ERP from 15.3 kw to 15.1 kw.

Don Lee Bcstg. System, Hollywood, Calif.—Mod. CP new experimental television station for extension of completion date.

TV—480-500 mc

Edwin H. Armstrong, Alpine, N. J.—CP new experimental television station on 480-500 mc, 50 kw, emission A5, and hours in accordance with Sec. 4.131(b) and 4.163.

AM—1460 kc

California Bcstg. Co., Santa Monica, Calif—CP new standard station 1460 kc 250 w D. AMENDED to change power from 250 w to 500 w.

License for CP

WDWD Dawson, Ga.—License to cover CP new standard station.

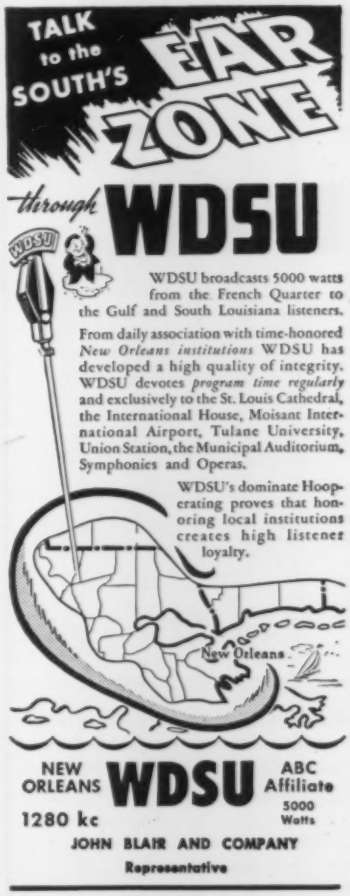
AM—1380 kc

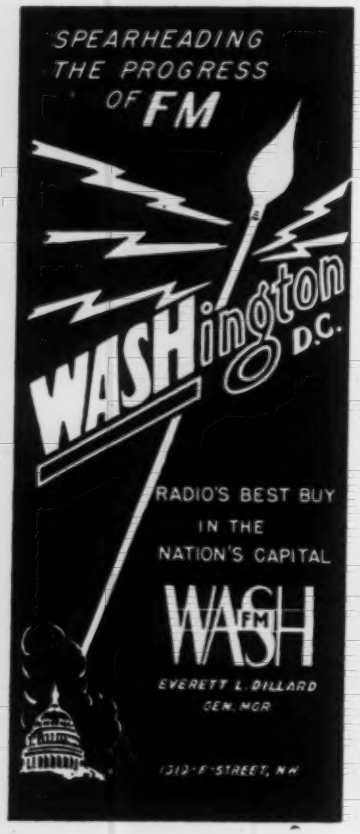
Pryor Dillard, Raymondville, Tex.—CP new standard station 1380 kc 100 w-N 250 w-D unl. AMENDED to change power to 500 w-N 1 kw-D, install DA-N.

AM—1390 kc

Ellis County Bcstg. Co., Waxahachie, Tex.—CP new standard station 1390 kc 1 kw D DA. AMENDED to make changes in officers, directors and stockholders.

(Continued on page 105)


TALK
to the
SOUTH'S
EAR
ZONE
through
WDSU
WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.
From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.
WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.
New Orleans
NEW ORLEANS
1280 kc
WDSU
ABC Affiliate
5000 Watts
JOHN BLAIR AND COMPANY
Representative



Promotion

TEN TELEVISION receivers will be awarded as prizes in contest being conducted by WNAC-TV Boston, in co-operation with Boston Daily Record, American and Sunday Advertiser, and Electric Institute of Boston. Receivers will go to writers of ten best letters of 50 words or less on, "I would like a television receiver in my home, because . . ." Contest, which started April 1 and will run until April 22, is being promoted on the air by WNAC and in daily features by the newspapers. Prize receivers also were on display April 3-10 in the WNAC-TV booth at First Annual Electric Show in Boston's Mechanics Bldg. WNAC-TV is scheduled to go on the air in June.

'Mr. FM'

CAMPAIGN to make people of the area more FM conscious has recently been completed by WRLD and WRLD-FM West Point, Ga., in form of a "Who Is Mr. FM?" contest. Patterned after similar campaign conducted in January by WWDC-FM Washington, contest was conducted in cooperation with local merchants who donated $5,000 worth of prizes. Contestants were asked to identify voice of "Mr. FM" and to complete in 25 words or less sentence stating why they liked new FM reception. Through arrangement with ABC, voice of Don Gardiner, ABC announcer, was recorded as "Mr. FM." Prior to and during contest WRLD and WRLD-FM broadcast at frequent intervals spot announcements and 15-minute programs announcing rules and listing prizes with names of merchant donors. Grand prize consisted of Kaiser 4-door sedan and seven other large prizes. In addition, there were five other groups of prizes and a $100 Savings Bond for school children only. Station reports that 4,040 entries were received.

G & R Pamphlet

PAMPHLET titled "10 Ways to Reduce Production Costs of Advertising" has gone into fourth printing, according to Gray & Rogers Agency, Philadelphia, which compiled it for institutional advertising. More than 2000 requests have come into the agency since news shorts appeared about it in trade magazines, agency reports. Copies were wanted by schools, students, chambers of commerce, public officials, manufacturers, commercial firms, and other agencies from all over the U. S. and points outside, such as Puerto Rico.

RCA FM Brochure

COLORFUL 16-page brochure providing detailed information on RCA 10-kw FM broadcast transmitter is now available to broadcasters upon request from Broadcast Equipment Section of RCA Engineering Products Dept. Called "FM Broadcast Transmitter, Type BTF-10B," brochure may be obtained from any RCA district sales office or by writing on station letterhead to Dept. 516, RCA Engineering Products, Camden, N. J. Book is illustrated and gives operating data and other particulars on direct FM, automatic frequency stability, grounded-grid amplifiers, power stage, power supply and control circuits and general performance specifications.

CHAB Featured

"COMMUNITY Service Has Served CHAB" is title of article reprinted from recent issue of Western Business and Industry Magazine, and distributed to the trade by CHAB Moose Jaw, Sask. Written by Dave Belbeck, article tells story of CHAB's founding and growth—"built by two men and Moose Jaw's citizens." Story is augmented by pictures of Alfred Jacobson, "his technical ability kept a station operating," and H. Carson Buchanan, "his managing ability took a station to the top." Photo of first studio and one of present day broadcasting facilities also are included.

Classroom Appraisal

CBS PROGRAMS heard over WISN Milwaukee are being appraised in classroom surveys now underway in number of Milwaukee area public schools. Programs are evaluated by students who select from list supplied by the teacher. Their views are then mailed to WISN for examination. Station reports that CBS feature, "CBS Is There" ranks high with majority of students.

WAUX Egg Hunt

FIRST ANNUAL Easter Egg Hunt was conducted by WAUX Waukesha with cooperation of local merchants. Although the ground was covered with several inches of snow, station reports that some 700 boys and girls of 12 years old and under participated in the hunt. Prizes valued at $180 were distributed to finders of lucky eggs. Details of hunt were aired on "Hobby Time" program over WAUX and station ran series of ads in local paper.

"Bertha has a job with WLWT. Her face has so many lines they've hired her for a test pattern."

THIS IS typical promotion sent by WLW Cincinnati to the trade, promoting the Crosley station's television outlet, WLWT.

KYW Praised

REPRODUCED letter from Philadelphia Women's Bowling Assn. to KYW Philadelphia has been distributed by that station as its latest promotional mailing piece. Letter thanks station for carrying spot announcements which resulted in "more entries for the tournament this year than for any previous year in its history." Attached to reproduced letter is note emphasizing that letter proves: "(1) You get a huge bonus area of Eastern Pennsylvania and Southern New Jersey when you buy KYW for the rich Philadelphia market; and (2) you don't need a slide rule to find the best spots on KYW. Any of them will do a job for you."

Baseball Promotion

TO PROMOTE interest in its baseball broadcasts of games played by Oakland "Oaks" team, KLX Oakland conducted comprehensive promotion campaign. Media utilized included 43 24-sheet posters; dash cards on 560 busses and street cars; slides in every theatre in Alameda and Contra Costa counties; two-column six-inch ads in six East Bay dailies; 1500 Oakland Tribune newspaper rack cards.

Distributes Maps

COPIES of the "CBS Map of the Changing World" have been distributed by Fetzer Broadcasting Co., for its stations WKZO Kalamazoo and WJEF Grand Rapids, to leaders of civic and social organizations and to editors of newspapers in West Michigan. Imprinted with station's call letters, 450 copies of the map were distributed. Each carried a complimentary inscription, along with letter from station.

Baby-Sitter Contest

BABY-SITTER contest is being conducted in dual promotion by WPEN Philadelphia and Fox Theatre, with 200 prizes, including $1,500 of merchandise and merchandise certificates redeemable at Sun Ray Drug Co. stores. Fifty prizes will be awarded each week over four-week period for best letters on "My Funniest Experience as a Baby-Sitter," or "My Funniest Experience With a Baby-Sitter." The contest is designed to publicize coming film, "Sitting Pretty." As part of the promotion, special trailer is being run in theatre, directing audience to listen to WPEN at specific times for full details of the contest. In addition, posters are being used in theatre lobby and Sun Ray Drug Stores.

Wayne Crew Wins Ralston's Contest

WAYNE CREW, promotion manager of KCBC Des Moines, MBS affiliate, was grand prize winner in the recent audience-building promotion contest held by the Ralston-Purina Co., sponsors of the *Tom Mix* program.

Twelve additional prizes were awarded to MBS station personnel for effective promotion of the *Tom Mix* program between Sept. 1, 1947, and Jan. 31, 1948.

Winners included Richard Jones, CKLW Detroit; Elmer Walz, WVET Rochester, N. Y.; Hugh Potter, WOMI Owensboro, Ky.; Walt Gaines, WMOC Covington, Ky.; Al Godwin Jr., WNDR Syracuse, N. Y.; Ernest T. Guy, WATL Atlanta; Ralph Kanna, WONS Hartford, Conn.; David F. Shurtleff, WNAC Boston; Marlin E. Smythe, KRKO Everett, Wash.; Ernest L. Spencer, KVOE Santa Ana, Calif.; and Robert H. Stock, KHJ Los Angeles.

Contest judges were Sol Paul, Winfield Levi and Maury Long, all staff members of BROADCASTING.

Opening Postponed

FORMAL opening of new Don Lee-Mutual Broadcasting System's studios in Hollywood has been postponed from May 22 to early September. Lewis Allen Weiss, MBS board chairman as well as vice president and general manager of Don Lee, explained that move was made "rather than take a chance against the possible risk that our new studios may not be perfectly engineered and acoustically balanced by May." However, Mr. Weiss said that preview plans scheduled for week of May 16 would run off as scheduled to coincide with NAB sessions in Los Angeles that week.

Promotion Personnel

ALFRED COHAN, manager of radio promotion for Universal Pictures Co., was named new promotion manager of WJZ New York, effective April 1. ABC outlet also announced it will increase its attention to special audience promotion campaigns and tie-ins.

JOHN S. McDERMOTT, director of special events of KMBC and KFRM (FM) Kansas City, has been named promotion director of that station. Mr. McDermott formerly was publicity director of Kansas City Chamber of Commerce. In his new capacity, he will handle all phases of promotion, advertising and publicity. Mr. McDermott succeeds **TOM RUCKER**, who resigned to become secretary - manager of Oklahoma Press Assn.

Mr. McDermott

XUM

FCC Actions

(Continued from page 103)

APPLICATION DISMISSED

AM—1270 kc

KTFI Twin Falls, Ida.—CP install DA-N and increase power from 1 kw-N 5 kw-D to 5 kw DN. Dismissed April 5.

TENDERED FOR FILING

TV—192-198 mc

Lee Bcstg. Corp., Richmond, Va.—CP new commercial television station on Channel 10, 192-198 mc, ERP 27.3 kw, aur. 13.6 kw.

AM—1230 kc

KARV Mesa, Ariz.—CP change frequency from 1400 to 1230 kc (Contingent on KPHC change in facilities).

April 8 Decisions . . .

DOCKET CASE ACTIONS

Announced final decision in New York Class B FM cases. Granted five CPs for Class B FM stations in New York City and Northern New Jersey area, necessitating denial of 12 other mutually exclusive applications (see story this issue).

By COMMISSION EN BANC

License Renewal

Following stations were granted renewal of licenses for period ending May 1, 1951: WKBW Buffalo; WBZ Boston; WJMR New Orleans; WMRP Flint, Mich.; WDGY Minneapolis; KDKA Pittsburgh; KEX Portland, Ore.; KFAB Lincoln, Neb.; KFBK Sacramento; KFDX Wichita Falls, Tex.; KGAF Gainesville, Tex.; KIND Independence, Kan.; KLRA Little Rock; KMOX St. Louis; KSIB Creston, Iowa; KSOO Sioux Falls; KSTP (and aux.) St. Paul; KTHS Hot Springs, Ark.; KVOO Tulsa; KWKH Shreveport; KWJJ Portland, Ore.; KXEL Waterloo; WBT Charlotte, N. C.; WCAZ Carthage, Ill.; WCIL Carbondale, Ill.; WCKY Cincinnati; WCNT Centralia, Ill.; WDZ Tuscola, Ill.; WFRL Freeport, Ill.; WGNY Newburgh, N. Y.; WHLI Hempstead, N. Y.; WKAP Allentown, Pa.

Oral Argument

WHLS Port Huron, Mich.—Adopted order designating for oral argument on May 7, application for renewal of license of WHLS; and petitioners and KIDO were granted leave to file briefs and to appear and present oral argument with respect to matters set out in proposed decision of Jan. 30 in this proceeding and matters set out in their petitions.

Transfer of Control

KOOL Phoenix, Ariz.—Granted consent to transfer of control of license of KOOL from Carl Dexter Haymond, et al, to Gene Autry for consideration of $250,000, on cond. that Autry dispose of his interest in KPHO within 90 days.

WHIT New Bern, N. C.—Granted consent to involuntary transfer of control of WHIT from Philip Howard, deceased, to Louis N. and Ellis H. Howard, sons, due to death.

WGNR New Rochelle, N. Y.—Granted voluntary transfer of control of permittee corporation from Edward Sanford and Lawrence Goldring, to Julian H. Gins, for $6,000.

Transfer of Stock

KVET Austin, Tex.—Granted consent to transfer of a 5% stock interest in licensee from Merrill L. Connally to John B. Connally, Jr.

Assignment of Permit

WNLK Norwalk, Conn.—Granted consent to assignment of permit of WNLK from Samuel R. Sallick, et al, to Norwalk Bcstg. Co. Inc.

Acquisition of Control

WTTH WTTH-FM Port Huron, Mich.—Granted consent to acquisition of control of The Times Herald Co. by Louis A. Weil, Sr., by purchase of 3,074 sh. of stock from Wm. W. Ottaway and family, for $245,920.

Assignment of License

KFXM KFXM-FM San Bernardino, Calif.—Granted consent to assignment of license for AM and FM stations from partnership to a corporation, Lee Bros. Bcstg. Corp.

KRLN Near Canon City, Col.—Granted assignment of license of KRLN from Raymond M. Beckner and Melvin B. Williams, d/b as Royal Gorge Bcstrs., to Royal Gorge Bcstrs. Inc., newly formed corporation, with two new stockholders acquiring 40% interest from Williams for $12,000.

KVAL Brownsville, Tex.—Granted voluntary assignment of license of KVAL from Radio Station KEEW Ltd. to T. Frank Smith for $30,000 for 40% interest.

AM—1050 kc

Mississippi Bcstg. Co. Inc., Starkville, Miss.—Granted CP new station 1050 kc 250 w D; engineering cond.

AM—1230 kc

Leonard B. Brown, Kerrville, Tex.—Granted CP new station 1230 kc 250 w unl.; engineering cond.

FM—99.5 mc

Collinson Bcstg. Co., Topeka, Kan.—Authorized cond. grant for Class B station; proposed Channel 258, 99.5 mc, subject to further review and approval of engineering details.

FM—92.3 mc

James A. Noe, New Orleans—Authorized cond. grant for Class B station; proposed Channel 222, 92.3 mc, subject to further review and approval of engineering details (Comr. Hyde for hearing).

Hearing Designated

WHBJ Mount Vernon, N. Y.—Designated for hearing May 5 application for extension of completion date for Class A FM station at Mount Vernon, N. Y.

Extension Granted

Unity Bcstg. Corp. of Tennessee, Chattanooga—Granted application for extension of completion date of FM CP to April 25.

Unity Bcstg. Corp. of California, Los Angeles—Same to June 1.

Unity Bcstg. Corp. of Missouri, St. Louis—Same to June 2.

Harrisburg Bcstg. Co., Harrisburg, Ill.—Same to May 1.

Harwell V. Shephard, Denton, Tex.—Granted 3-mo. extension of time to complete construction, on cond. that station commence interim operation.

FM—90.1 mc

Veterans Vocational School, Troy, N. Y.—Granted CP new non-commercial educational station, Channel 211, 90.1 mc, 400 w, ant. height above average terrain: minus 240 ft.

TV—STAs

Columbia Bcstg. System Inc.—Granted special temporary authority for use of three separate light-weight portable trans. to supplement television coverage of forthcoming national political conventions June 7-26 and July 3-17 in Philadelphia.

Extensions Granted

WRTV New Orleans—Granted extension of completion date for 6 mos. (Comr. Jones for hearing).

KRON-TV San Francisco—Same.

WBAP-TV Fort Worth—Granted extension of completion date to Sept. 15.

WAAM Baltimore, Md.—Granted extension of completion date for 6 mos.

KOB-TV Albuquerque, N. M.—Granted extension of completion date to June 1.

Hearing Designated

Don Lee Bcstg. System, San Diego, Calif.—Designated for hearing application for new TV station on channel allocated to San Diego, in consolidated proceeding with six other applicants for that area.

The Helm Coal Co., York, Pa.—Designated for hearing application for TV station in York, in consolidated proceeding with applications of two others.

Petition Granted

Capitol Bcstg. Corp., Indianapolis Bcstg. Inc., Crosley Bcstg. Corp. and Indiana Bcstg. Corp., Indianapolis, Ind.—Granted petition of Capitol to reinstate its application and proposed amendment to request Channel 8 instead of 3, etc., and designated said application for hearing in consolidated proceeding with three other applicants for Indianapolis.

Hearing Designated

Buffalo Courier Express Inc., New England Television Co. Inc., Bcstg. Foundation Inc. and WGR Bcstg. Corp., Buffalo, N. Y. and Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—Designated for consolidated hearing five applications for TV stations in Buffalo-Niagara Falls metropolitan district.

New England Television Co. Inc. and The Yankee Network Inc., Springfield, Mass.—Designated for consolidated hearing applications for TV stations in Springfield-Holyoke metropolitan district.

Independent Bcstg. Co., Cowles Bcstg. Co., Central Bcstg. Co., Tri-States Meredith Bcstg. and Murphy Bcstg Co., Des Moines, Iowa—Designated for consolidated hearing five applications for TV stations for Des Moines.

Johnson-Kennedy Radio Corp., CBS, Sun & Times Co. and Zenith Radio Corp., Chicago—Desiganted for consolidated hearing four applications for TV stations in Chicago.

Applications Dismissed

Adopted order dismissing following television applications without prejudice to applicant in each case filing petition seeking rule-making proceeding as to proposed amendment in its respective applications, pursuant to Section 3.606(a) of rules (Comrs. Jones & Hyde opposed): Community Bcstg. Co., Toledo, Ohio; Unity Corp. Inc., Toledo; Valley Bcstg. Co., Steubenville; Maryland Bcstg. Co., Baltimore; Lubbock Television Co., Lubbock, Tex. and Monumental Radio Co., Baltimore.

TV Relay Granted

Western Union Telegraph Co.—Granted CPs for six exp. Class 2 microwave stations (8 trans.) to link Philadelphia and New York. Grant for terminal stations at those cities is cond. on approval of ant. and location yet to be determined. Western Union contemplates providing two single television relay channels (video only) between these points. Such service, on commercial basis, woud be in 5925-6425 mc band allocated to common carriers. Reversible circuit is proposed to permit use of two frequencies for transmitting visual portion of television programs in either direction. This is first authorization of this nature to Western Union.

April 8 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

KARV Mesa, Ariz.—CP change frequency from 1400 to 1230 kc. Contingent upon KPHO being granted change of facilities.

Assignment of License

KGRH Fayetteville, Ark.—Voluntary assignment of license from George Bennitt, Russell Bennitt and Hal Douglas. d/b as Fayetteville Bcstg. Co. to Fayetteville Bcstg. Co. Inc.

KYNO Fresno, Calif.—Voluntary assignment of license from Robert Schuler, Sheldon Anderson and Lester Eugene Chenault to Robert Schuler, Sheldon Anderson, Lester Eugene Chenault and Bert Williamson, partnership d/b as Radio KYNO, the Voice of Fresno.

Transfer of Control

WARK Hagerstown, Md.—Voluntary transfer of control of licensee corporation from Andrew K. Coffman, Eric C. Summers, Dan Weinberg and Francis H. Urner to Raymand J. Funkhouser.

AM—1290 kc

WTRF Bellaire, Ohio—CP change hours from D to unl., increase 1 kw D to 1 kw DN, install DA-N (1290 kc).

Modification of CP

WKMO-FM Kokomo, Ind.—Mod. CP new FM station for extension of completion date.

WBON Bowling Green, Ky.—Same.

KROC-FM Rochester, Minn.—Same.

License for CP

WQXR-FM New York—License to cover CP changes in FM station.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,637 licensed, 343 construction permits, 277 applications in pending file, 331 applications in hearing; FM—120 licensed, 149 conditional grants, 755 CPs (of which 334 are on air under special temporary authority) 60 applications pending, 59 applications in hearing; television—seven licensed, 86 CPs (of which 14 are on air), 185 applications pending of which 120 are in hearing.

Outlook—TV

(Continued from page 91)

Boston		20th Century-Fox New Eng. Inc.	Ch. 13	2- 9-48
Fall River, Mass.		New England Television Co.	Ch. 8	11- 4-47
New Bedford, Mass.		E. Anthony & Sons	Ch. 1	11-17-47
Springfield, Mass.		New England Television Co.	Ch. 3	1-23-48
Worcester, Mass.		New England Television Co.	Ch. 5	1-30-48
Detroit		United Detroit Theatres Corp.	Ch. 5	5-27-44
Flint, Mich.		Advertisers Press Inc.	Ch. 11	2-26-48
Minneapolis		Beck Studios Inc.	Ch. 7	3-22-48
Minneapolis	WMIN	WMIN Bcstg. Co.	Ch. 2	2-24-48
Kansas City	KCKN	KCKN Bcstg. Co.	Ch. 2	2-10-48
Kansas City		New England Television Co.	Ch. 5	1-14-48
St. Louis		Globe Democrat Pub. Co.	Ch. 13	2-19-48
St. Louis		New England Television Co.	Ch. 4	1-23-48
St. Louis	WEW	St. Louis U.	Ch. 7	1-29-48
Atlantic City		Atlantic City Television Bcstg. Co.	Ch. 8	2-16-48
Atlantic City		Atlantic City World Inc.	Ch. 8	2-16-48
Albany, N. Y.	WABY	The Press Co.	Ch. 2	4- 5-48
Buffalo, N. Y.		Buffalo Courier-Express Inc.	Ch. 7	12-18-47
Buffalo, N. Y.		New England Television Co.	Ch. 9	1-19-48
Niagara Falls, N. Y.	WHLD	Niagara Falls Gazette Pub. Co.	Ch. 9	3-16-48
Syracuse, N. Y.		Radio Projects Inc.	Ch. 5	2-13-48
Utica, N. Y.		Copper City Bcstg. Corp.	Ch. 13	3-19-48
Utica, N. Y.		Utica Observer-Dispatch	Ch. 3	3- 4-48
Cincinnati		Allen B. DuMont Labs.	Ch. 2	11-30-45
Cleveland		Cleveland Bcstg. Inc.	Ch. 2	1-23-48
Cleveland		Allen B. DuMont Labs.	Ch. 2	12- 5-45
Toledo, Ohio		Maumee Valley Bcstg. Co.	Ch. 11	2- 6-48
Toledo, Ohio	WTOD	Unity Corp.	Ch. 11	1-30-48
Toledo, Ohio		Toledo Blade Co.	Ch. 10	12-31-47
Youngstown, Ohio		Mansfield Radio Co.	Ch. 13	1-30-48
Youngstown, Ohio		Vindicator Printing Co.	Ch. 13	12-30-47
Tulsa, Okla.		George E. Cameron Jr.	Ch. 6	3-22-48
Portland, Ore.		Video Bcstg. Co.	Ch. 3	2-24-48
Bethlehem, Pa.		Philco Television Bcstg. Corp.	Ch. 8	1- 2-48
Easton, Pa.		Easton Pub. Co.	Ch. 8	12-31-47
Harrisburg, Pa.		Harold O. Bishop	Ch. 8	10-13-47
Philadelphia		Daily News Television Co.	Ch. 12	3- 1-45
Pittsburgh		United Bcstg. Corp.	Ch. 10	1-23-48
Pittsburgh	WPIT	WPIT Inc.	Ch. 10	12- 8-47
Pittsburgh	WWSW	WWSW Inc.	Ch. 10	12-24-47
Reading, Pa.	WEEU	Hawley Bcstg. Co.	Ch. 5	12- 8-47
York, Pa.		Triangle Publications Inc.	Ch. 8	2- 9-48
York, Pa.	WNOW	The Helm Coal Co.	Ch. 8	3- 1-48
Memphis, Tenn.	WDIA	Bluff City Bcstg. Co.	Ch. 5	10-20-47
Amarillo, Tex.		The Amarillo Television Co.	Ch. 5	2-27-48
Austin, Tex.		The Austin Television Co.	Ch. 8	2-27-48
Dallas, Tex.	KIXL	Variety Bcstg. Co.	Ch. 2	1-13-48
Houston, Tex.		Texas Television Co.	Ch. 7	1-16-48
Houston, Tex.		Shamrock Bcstg. Co.	Ch. 7	2-13-48
Houston, Tex.	KATL	Texas Bcstrs.	Ch. 5	2- 9-48
Lubbock, Tex.		The Lubbock Television Co.	Ch. 6	2-27-48
San Antonio		San Antonio Television Co.	Ch. 5	3-24-48
Waco, Tex.		The Waco Television Co.	Ch. 6	2-20-48
Milwaukee	WFOX	Wisconsin Bcstg. System Inc.	Ch. 8	3-16-48

At Deadline ...

23 WITNESSES FOR FINAL ROUND OF MAYFLOWER REVIEW

TWENTY-THREE witnesses slated for final round of FCC's review of Mayflower decision banning editorializing by radio stations, according to list released Friday. Hearing starts April 19. Others wishing to testify should contact FCC General Counsel Benedict P. Cottone.

NAB, leader in fight for review of Mayflower ban, leads off with six witnesses: President Justin Miller; Executive Vice President A. D. Willard Jr.; General Counsel Don Petty; Robert K. Richards, director of public relations; Harold Fair, program department director; Arthur Stringer, FM department director. Other witnesses, in tentative order of appearance:

Buryl Lottridge, WOC Davenport; Ralph Hardy, KSL Salt Lake City; Paul Miller, Gannet Newspapers; William Quarton, WMT Cedar Rapids; William J. Scripps, WWJ Detroit; Dr. Frederick Siebert, U. of Illinois; E. R. Vadeboncoeur, WSYR Syracuse; United Auto Workers, CIO; Progressive Citizens of America; Gordon P. Brown, WSAY Rochester; T. A. M. Craven, WOL Washington; Louis G. Caldwell, WGN Chicago; Frank Waldrop, Washington Times-Herald; American Veterans Committee; National Lawyers Guild; Cooperative League of U.S.A.; James Lawrence Fly, attorney (who headed FCC when Mayflower decision was adopted).

FIVE TV APPLICATIONS

FIVE NEW TV applications, including one for noncommercial facilities, filed at FCC Friday:

Milwaukee—WEXT Inc., licensee WEXT, permittee WEXT-FM that city, Channel 6 (82-88 mc); Albany, N. Y.—Patroon Broadcasting Co., permittee WPTR Albany, Channel 9 (186-192 mc); Milwaukee—Kapital City Broadcasting Co., licensee KCBC Des Moines, Channel 6; Sacramento, Calif.—Association of M. R. Schracker, owner, business management firm, 85%, and Edward Iannelli, consulting engineer, 15%, Channel 6; Clayton, Mo.—Evangelical Lutheran Synod of Missouri, Ohio and Other States, licensee KFUO Clayton, Channel 2 (54-60 mc).

Johnson Bill

(Continued from page 4)

"sold down the river in everything I know of." But Sen. Johnson felt North American nations could reach more satisfactory agreement.

Dr. Frank G. Kear, electronics development consultant for ABC, opposed bill. "Duplication of clear channels," he said, "would not provide substantial improvement to over-all rural coverage in U. S." He said "best technically practical means of providing improving rural service is to authorize sufficient power for these Class 1A stations."

Jay W. Wright, CBS chief engineer, advocated leaving things "as they are till we get information and tools to get service we seek."

Mr. Wright gave three reasons for opposing change: (1) No consideration has been given to extent AM and FM can complement and supplement each other, (2) Present use of clear channels doesn't waste frequencies and benefits large segments of population, (3) No sound basis exists at present for determining losses and gains which would result.

Earl M. Johnson, Mutual director of engineering, expressed his network's opposition to bill. Reason other networks want *status quo*, he suggested, is because CCBS plan calls for equal redistribution of stations among four networks. MBS opinion he said, is that "FCC should be allowed complete freedom of action in matter and other problems of similar nature." He urged early decision because of coming NARBA conference.

FOUR NEW AM GRANTS ARE ISSUED BY FCC

FOUR NEW AM stations, including one reinstatement, granted Friday by FCC. Actions included:

Reedsport Ore.—Western Ore. Broadcasting Inc., 1340 kc, 250 w, fulltime; owned by B. A. Borrevik, M. K. Kruse, W. J. Hunt, H. E. Nickles, K. L. Knutson and J. W. McInturiff, local business-professional men. Lawrenceville, Ill.—Raleigh M. Shaw, 1300 kc, 1 kw, daytime; grantee local attorney; San Antonio, Tex.—Bexar Broadcasting Co., 990 kc, 1 kw, daytime; equal partners, Woodward M. Ritter, radio actor, producer, Van Nuys, Calif., and W. K. McCauley, retired Texas Co. employe. Deland, Fla.—Deland Broadcasting Co., 1490 kc, 250 w, unlimited (reinstatement); owned by Lyle Van Valkenburgh, former NBC and freelance announcer.

KGEK Sterling, Col., granted modification of license to change from specified hours to daytime on 1230 kc, 100 w.

Ordered that oral argument be heard on petition of Lawrence W. Harry trading as Fostoria Broadcasting Co., Fostoria, Ohio, seeking reopening of record in 1510 kc case, and joint opposition of Mansfield Journal Co. and Lorain Journal Co., in conjunction with exceptions to proposed decision to deny all three applicants [BROADCASTING, Jan. 19]. Mr. Harry seeks to clarify controversial issue, political and religious broadcasts policies.

Designated for hearing revocation of permit of KGAR and KGAR-FM Garden City, Kan., at request of permittee Albert B. Pyatt. Revocation ordered late February [BROADCASTING, March 1].

COTT WITHDRAWS PETITION ASKING NAB BY-LAW CHANGE

TED COTT, vice president-program director, WNEW New York, decided Friday to withdraw petition seeking amendment of NAB by-laws to provide for two independent station representatives on NAB board [BROADCASTING, April 5] after Justin Miller, NAB president, invited Mr. Cott and other independent representatives to meet with board in Los Angeles next month.

Mr. Cott said his petition was, for time being at least, unnecessary in view of Judge Miller's suggestion that independents could present their case for possible board action.

JOHNSON BILL WITNESSES

TENTATIVE LIST of witnesses to testify this week in support of Johnson Bill (S-2231) follows. Others will be added later.

Comdr. T. A. M. Craven, vice president, Cowles Bcstg. Co., Washington, D. C.; Richard B. Wheeler—KXLY Spokane, Wash.; Edwin B. Craney—KXLF Butte, Mont.; Bert Georges—WHEB Portsmouth, N. H.; Seymour N. Siegel—WNYC New York; Hulbert Taft Jr.—WKRC Cincinnati; John Boler—KIOA Des Moines, Iowa, KSJB Jamestown, N. D.; Frank Katzentine—WKAT Miami, Fla.; Edward L. Brechner—WGAY Silver Spring, Md.; Morris H. Blum—WANN Annapolis, Md.; Frank U. Fletcher—rep. WARL Arlington, Va., WCMV Canton, Ohio; Herbert L. Wilson—rep. WHLW Rutland, Vt.; F. O. Willenbucher—rep. WIKG Evansville, Ind.; Stephen Tuhy Jr.—rep. KGAR Garden City; KWBG Goodland, Kan.; WABZ Albermarle, N. C.; A. Joe Rahall—WNAR Norristown, Pa.; Andrew Jarema—WKOP Binghamton, N. Y.; Fred H. Whitley—WGTL Kannapolis, N. C.; Hal Seville—mgr., WGTL Kannapolis, N. C.; Marion S. Wyckoff—rep. WKDK Newberry, S. C.; John F. Clagett—rep. WBBO Forest City, N. C.; Harry J. Daly—rep. WCNT Centralia, Ill.; Hobart Stephenson—WCNT Centralia, Ill.

Richard B. Hull—rep. Nat. Ass'n of Educ. Broad. and WOI Ames, Iowa; Edward Breen—KVFD Fort Dodge, Iowa; Walter Tison—WALT Tampa, Fla.; Richard F. Lewis Jr.—WINC Winchester, Va.; H. H. Leake—KOAG Stillwater, Okla.; S. A. Cisler—WKYW Louisville; Rex Howell—KFXJ Grand Junction, Colo.; Arthur McCracken—WGPA Bethlehem, Pa.; Austin A. Harrison—KSWM Joplin, Mo.; Byrne Ross—KLPR Oklahoma City; Chet L. Gonce—KXXL Reno, Nev.; Gordon P. Brown—WSAY Rochester, N. Y.; Martin Karig—WWSC Glens Falls, N. Y.; Francis M. Fitzgerald—WGIV Charlotte, N. C.; Richard Fairbanks—WIBC Indianapolis, Ind.; Harold Wolfe—WKNX Saginaw, Mich.; Robert M. Wallace—WOHS Shelby, N. C.; Howard B. Hayes—WPIK Alexandria, Va.; Cong. Wesley D'Ewart of Montana; Rev. William Fitz—Miles City, Mont.; Eugene V. Pulliam—WIRE Indianapolis, Ind.; Gene Autry—KOOL Phoenix, Ariz.; Don Treloar—president, Montana Ass'n. of Broadcasters; Former Sen. B. K. Wheeler; James G. Patton—Denver, Colo., president, Nat'l. Farmers Union.

Closed Circuit

(Continued from page 4)

to keep anonymous is sadly out of date, but many agencies want no bylines on ground that it adds complexity where simplicity is advertising's goal.

RIVAL BID for purchase of WOV New York by General Manager Ralph Weil and associates to be filed with FCC in application form about May 1. Group's Washington counsel is in New York this week winding up details. Arde Bulova interests must dispose of outlet under Avco, earlier negotiated with Richard O'Dea-Herman Bess' General Broadcasting Co. for acquisition at $300,000 plus [BROADCASTING, March 15].

SORELY-NEEDED relief from purported arbitrary rulings of Civil Aeronautics Administration on transmitter locations may be forthcoming with appointment by President Truman of able, realistic Delos W. Rentzel as CAA head. Mr. Rentzel, chairman and president of Aeronautical Radio Inc., common carrier communications service of unified airlines, has background in practical radio engineering and served as chairman of wartime RTPB committee on aviation radio and on other committees. His appointment is subject to Senate confirmation.

PROGRESS in CBS efforts to secure Los Angeles TV outlet reflected in arrival of network's vice president and general executive, Adrian Murphy, for three day's conference with Norman Chandler, publisher of *Los Angeles Times*, owner KTTV. Understood talks look to CBS buying minority interest, as it did in KQW San Francisco, but neither would concede anything concrete yet.

PROPOSAL most often reported under consideration for filling vacancy left by Vernon L. Wilkinson's resignation as FCC assistant general counsel in charge of broadcasting would give key posts to Lester W. Spillane, now assistant general counsel for safety and special services, and Bernard Koteen, able young head of broadcast review section. Some collateral realignments might also be made under this plan.

QUESTION whether government-owned station in an insular possession can operate commercially must be determined by FCC. WIPR San Juan, licensed to Puerto Rico Communications Authority for 940 kc with 10,000 w, was to operate as educational outlet. Now communications minister has announced station will go commercial when construction is completed. Commercial stations on island are protesting.

ATTEMPT of former New York woman broadcaster to form National Listener Council is getting ice water treatment from several national groups contacted. One of groups approached benefited by many millions of dollars in donations largely because of radio cooperation in fund-raising campaign.

WNHC-TV JOINS DuMONT NET

SIGNING of WNHC-TV New Haven, Conn., April 8 as a DuMont Television Network Affiliate announced by Lawrence Phillips, DuMont director. Station plans to start May 1 on Channel 6 (82-88 mc). WNHC-TV is operated by Elm City Broadcasting Co., James T. Milne, manager. Sister station WNHC, AM independent, to begin FM operations within month.

XUM

For the most effective all-over station promotion

AGAIN, we at WLW are proud to acknowledge the honors bestowed upon us by the 1947 Committee on National Radio Awards of The City College of New York.

This is the fourth consecutive year The Nation's Station has received top honors for promotion in this annual competition. And it is the second consecutive year that WLW's All-Over Station Promotion entry has won dual honors . . . the Award of Merit for the most effective promotion in the 50,000-watt station classification . . . the bronze plaque for being selected, among all award winners, for the outstanding achievement in radio promotion during 1947.

Because sound promotion always has been an important function of our station operation, it is indeed gratifying to receive national recognition for our efforts. WLW's promotional activities are basic and two-fold: to keep our listeners informed of our sincere efforts to provide them with the best possible radio service and programming . . . to make our clients' advertising more resultful.

Major National Awards to WLW

1936

Variety—Outstanding Program Origination

1938

Variety—Outstanding Program Origination

1939

Variety—Best Nationally-Exploited Station

1940

George Foster Peabody—Outstanding Meritorious Public Service

Billboard—Outstanding Achievement in Publicity and Exploitation

1941

Variety—For Patriotic Leadership

Billboard—Best Clear Channel Station Exploitation

1942

Variety—Promoting Better Understanding of War Issues

Billboard—Best Clear Channel Station Exploitation

1943

Variety—For Individual Enterprise on War Issues

Alfred I. Dupont—Outstanding Public Service

1944

George Foster Peabody—Outstanding Reporting of the News

City College of New York—Most Effective Promotion of a News Program

Billboard—All-Over Promotional Excellence

1945

National Bureau for Fire Prevention—Outstanding Public Service in Fire Prevention

Billboard—Best 7th War Loan Promotion

City College of New York—Best All-Over Station Promotion

1946

Variety—Contributing to the World's Breadbasket

American Symphony Orchestra League—Encouraging, Stimulating and Perpetuating the Influence of Good Music

City College of New York—Most Effective All-Over Station Promotion

Billboard—Best Over-All Station Promotion

1947

Direct Mail Advertising Association—Best of Industry Award

City College of New York—Most Effective All-Over Station Promotion

WLW

Crosley Broadcasting Corporation

THE NATION'S MOST MERCHANDISE-ABLE STATION

Take a NEW LOOK

. . . at CONSUMER BUYING, MOVEMENT OF GOODS, PRODUCTS TRENDS in Oklahoma City

The Oklahoma City Consumer Panel not only gives advertisers a new look at the quarter-million-person Oklahoma City metropolitan area, but an over-the-transom view of the behavior of their products in today's market against today's competition.

It is a continuing and precise analysis of consumer buying and consumer use of food and drug products in 40-odd classifications. Quarterly tabulations for each classification are available without charge to advertisers showing by brands the number of families buying, dollar volume, place of purchase and other significant information.

The 30,000 or more individual purchases each month by the 400 representative panel families are coded on individual cards with complete biographical material. The special information available from this bonanza of market data is available at actual tabulating cost.

The maintenance of the Oklahoma City Consumer Panel at an annual cost of $50,000 is one of the many services offered by Station WKY and the Oklahoma Publishing Company to help advertisers do a more profitable selling job in the Oklahoma City market.

WKY

Owned and Operated by the Oklahoma Publishing Company: The Daily Oklahoman and Times The Farmer-Stockman—KVOR, Colorado Springs—KLZ, Denver (affiliated management)

Represented by the Katz Agency, Inc.

XUM